

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CVII, No. 5

NEW YORK, MAY 1, 1919

10c A Copy

*Putting the right pen in
people's hands*

The fountain pen buyer of today doesn't need to worry about the mechanical side of a fountain pen—if he asks for a CONKLIN.

He knows that this pen will fill itself, that it won't leak and that it will write the instant the point touches the paper.

He knows this because the Conklin Pen Manufacturing Company has for years been a consistent advertiser in national periodicals and newspapers.

When it comes to "pushing a pen" Advertising Headquarters is glad that the one it has been pushing so long and so successfully, is a Conklin. It's "Right—to the point!"



N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

The Value of Ideas in Advertising

GOOD ideas are the most valuable things in the world. Material wealth is but the outgrowth of ideas. The earth would be a place of jungles and deserts if it were not for ideas.

Men rise or fall in the business world according to the merit of their ideas. A big business is first a big idea.

Federal brains are busy evolving the kind of big, constructive ideas that create profitable business development. If you want ideas that will put your business in the spot-light of greater success,

*"Put it up to men who know
your market"*



Consultation
without charge
or obligation

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ADVERTISING AGENCY, INC.
6 East Thirty-ninth Street, New York

30 North Michigan Ave., Chicago, Ill.

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VOL. CVII

NEW YORK, MAY 1, 1919

No. 5

When a Business Starts Slipping

Do You Know What Your Customers Really Think of Your Service?—
How the United States Railroad Administration Has
Kept Its Ear to the Ground

By Bruce Bliven

"NATURE has an anti-trust law of her own," said a well-known financial expert to the writer the other day. "When any organization gets large, it immediately shows a tendency to become unwieldy. As the size increases in a mathematical ratio, the difficulty of maintaining one unified spirit throughout the whole, increases in geometrical proportion."

"I suppose the huge and clumsy monsters of primordial times are an illustration of this."

"In a way, the Roman Empire was, too; and it is a frequent occurrence in the business life of America to-day."

Not very many American organizations are large enough to have felt in a serious way the operation of this "natural anti-trust law" which my financial friend was talking about. But there is hardly a business, big or little, which has not suffered to some extent from a variation of the same thing—namely, the inability, so to speak, to tell whether the circumference of the business is revolving as rapidly as its centre.

Most worth while businesses of to-day have as their driving force one man who has very definite ideas as to the sort of service which his organization ought to render to its customers, whether they be the general public, or other business men. The question for him to solve is:

How far are the representatives of my business reflecting the spirit on which it is founded?

Does the public get the sort of impression from meeting my subordinates, which I would want them to get from meeting me?

Are there genuine leaks in the service we are rendering, which we don't know about, and of which no one takes the trouble to inform us?

This last question is, perhaps, the most important of the whole lot. It is perfectly possible for a business to start "slipping" in the estimation of the public, and continue to do so for a long time before the heads of the business hear about it.

As everyone knows, one of the difficulties attending the job of being President of the United States, is that the men with whom you come in contact personally are apt to tell you only pleasant things about your administration, and to keep from you the unpleasant things which are more worth knowing.

The head of any business, unless he is extremely careful, is apt to share that unfortunate situation. If your employees and fellow-workers discover that you are the kind of man who wants only optimistic reports, and who goes into a fit of temper when you are roughly rubbed the wrong way, they are apt to go on reporting "clear sailing" until your ship suddenly hits the rocks.

Ordinarily, we do not expect that a private business can learn very much about the wise guidance of its own affairs, from watching the example of the Government; yet I believe there is a useful lesson for the rest of us, in the way in which the United States Railroad Administration has attempted to solve this very problem. I have no desire in this article to drop into a discussion of the tangled political and economic problem of Government control of railroads. I shall even, with heroic control, refrain from telling you with a wave of my hand, what ought to be done with our transportation lines. I simply wish to record some of the interesting facts about the way in which the Railroad Administration kept its ear to the ground through its "Bureau for Suggestions and Complaints."

NEEDED FULL CO-OPERATION

When former Secretary W. G. McAdoo took upon his shoulders the management of most of the railroad mileage of the United States (including all the important lines), he knew very well that he was not only shouldering the biggest business problem in the country, but one which depended absolutely for its successful operation on the good will of its 110,000,000 customers. The railroads were a vital part of the war machinery. They were also a vital part of the peacetime machinery, and the welfare of the civilian population depended upon the continued use of a large part of their facilities by the general public, in war as well as peace. For the railroads to do their war work at all, it was essential that the average citizen be put to some inconvenience; and since we are a democracy, this was only possible with the consent of the general public. That is to say, the people had to stand behind the policy of the railroads, if there was to be a policy at all.

Mr. McAdoo realized, what many business men do not sufficiently comprehend, that one of the hardest things in the world is

to find out what the other fellow thinks about you and your way of doing business. To be sure, thousands of acres of white paper have been covered with printed discussion of the management of the railroads in war-time; but it is unfortunately true, that a large part of this has been prejudiced because of a personal bias on the part of a writer or a publication for or against the theory of Government ownership. It is almost never safe to assume that the editorial writers in our newspaper offices actually do represent the opinion of the traveling public.

INVITATION TO HELP IMPROVE THE SERVICE

The United States Railroad Administration, therefore, determined to make a direct attempt to get in touch with public opinion regarding the efficiency of operation. On the third of September, 1918, a notice was posted in every station and every passenger coach which is under the control of the United States Railroad Administration. The notice, signed by Mr. McAdoo, told the public of the establishment of a "Bureau of Suggestions and Complaints." Its language is sufficiently interesting to be worth quoting in this article:

"TO THE PUBLIC:

"I desire your assistance and co-operation in making the railroad service while under Federal control in the highest possible degree satisfactory and efficient.

"Of course, the paramount necessities of the war must have first consideration.

"Our gallant sons who are fighting in France and on the high seas cannot be adequately supported unless the railroads supply sufficient transportation for the movement of troops and war materials and to keep the war industries of the Nation going without interruption.

"The next purpose is to serve the public convenience, comfort, and necessity to the fullest extent not incompatible with the paramount demands of the war.

"In order to accomplish this, criticisms and suggestions from the public will be extremely helpful, whether they relate to the service rendered by employees and officials or impersonal details that may convenience or inconvenience patrons of the railroads. It is impossible for even the most vigilant management to keep constantly in touch with local conditions and correct them when they are not as they should be, unless the public will co-operate in pointing out

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WHERE WILL THEY GO?

On July 1st there will be "For Rent" signs on 85,000 saloons in the United States.

85,000 Saloons—*for rent!*

Prohibition is more than a problem of drink. Four million men must change their habits of life.

The saloon has been a social center, the nation's unofficial employment agency, the daily lunch room of a million men. Will the substitute be the movies, soda fountains, coffee houses, billiard parlors, drama, music, the home, the church?

The Christian Herald has always believed that alcohol was a physical, mental, moral and industrial evil. It has never been one-sided in its antagonism, but always constructive in its thought and leadership.

Its 300,000 readers—the most influential members of every community—realize that it is giving expression to the best thought of America on questions of national importance.

The Christian Herald

GRAHAM PATTERSON, *Publisher*

NEW YORK CITY

deficiencies and disservice when they exist, so that the proper remedies may be applied.

"I have, therefore, established a Bureau for Suggestions and Complaints in the Director General's Office at Washington, to which the public is invited to resort.

"Aside from letters of complaint and suggestion, the public can render a genuine service by sending letters of commendation of employees who are conspicuously courteous and efficient in the performance of their duties. Nothing promotes the *esprit* of a great organization more than recognition from time to time of those employees who perform their duties faithfully and commendably.

"It is requested that all communications be brief and explicit and that the name and address of the writer be distinctly written.

"Also give the time of day or night, the number of the train, the name of the railroad, and, if possible, the name of the employee whose conduct is complained of or whose services are commended, together with such other information as will enable me to take appropriate action.

"Please address

"W. G. McAdoo,

"Director General of Railroads,

"Bureau for Suggestions and Complaints,
"Washington, D. C."

Mr. McAdoo's request that the public tell him what was wrong with the railroad service, met with a prompt and enthusiastic response. This is nearly always true, whether a public or a private business be involved, when you go about securing the opinion of your customers in the right way.

THOUSANDS OF LETTERS, AND WHAT THEY DIVULGE

In the first sixteen weeks that the Bureau was in operation, it received 10,424 letters from the traveling public in response to the placards. Most of these letters made only one suggestion, complaint or commendation, but there were enough letters which took up two or more subjects, to give a total of 11,666 ideas in the total volume of letters. Every one of the complaints or suggestions was followed up and investigated, an average of three letters being written before the individual incident was closed. Therefore, more than 40,000 letters were handled by the Bureau in its first four months.

I know quite a number of business men—and particularly advertising men—who would give at

least one of their eye teeth to be able to browse at leisure for a week or two in the correspondence files of this Bureau. For these 10,000 letters (their number has since then, of course, been greatly augmented) give a remarkable cross section of American psychology. They came from men and from women, from every walk of life and almost every occupation. They ranged in tone from the highly facetious to the melancholy, and from terms of warm admiration down to direct and violent abuse. A man who had read all 10,000 of the letters received during the first four months ought to be able to qualify for a position as professor of practical psychology in almost any institution!

Probably most of PRINTERS' INK's readers will be surprised to learn that letters complaining of acts of discourtesy on the part of individual railroad employees constituted only 7 per cent of the total number of letters received. They were outnumbered almost two to one by the letters commending individual employees for their courtesy and loyalty. All told, 714 letters expressed dissatisfaction with treatment received from individual railroad men, and 1,328 were in praise of the fair-minded men and courtesy exhibited by some conductor, brakeman, ticket agent or other employee.

An analysis of these complaints tabulated according to their character, should help to remind us how unsafe it is to generalize about the public mind unless you are in possession of definite facts from which to draw your conclusions. For example, only ten letters out of 10,000 were received complaining of overcharges on dining cars. A matter which the casual observer would have thought one of the most prolific forces of annoyance—congestion at ticket offices—produced only fifty-two letters. The porter and his omnipresent itching palm, was complained of eight times. Forty-five letters complained of unfair passenger rates; and the consolidation of offices, which has

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Local Department Store Advertising Always Tells the Story

In New York City the eighteen leading better grade shops used the space shown below in the daily newspapers:

Altman	McCreery
Arnold Constable	Macy
Best	Oppenheim, Collins
Bloomingdale	Franklin Simon
Bonwit Teller	Stanley & MacGibbons
Gidding	Stern
Gimbel	Stewart
Hearn	Worth
Lord & Taylor	Wanamaker

During the Month of March, 1919

Evening Newspapers

GLOBE	304,985	Telegram	107,831
Journal	246,208	Mail	97,790
Sun	230,520	Post	47,820
World	223,720		

Morning Newspapers—Six Days, Excluding Sundays

Tribune	71,656	Sun	44,058
Times	66,020	World	43,783
Herald	58,152	American	9,264

Sunday Newspapers

Times	122,863	American	89,889
World	115,256	Tribune	76,236
Herald	103,983	Sun	65,502

These merchants have found by experience which newspapers yield largest returns for their advertising dollars

The Globe's rates are exactly the same for foreign and local advertising

THE NEW YORK GLOBE

Member A. B. C.

Now 180,000 a Day

JASON ROGERS, Publisher



A buying power unparalleled in History

LAST year, 26,500,000 Americans had savings accounts—more than one depositor for each of the 21,000,000 families in the United States.

Statistics show that the quantity of goods consumed per capita is four times greater than 50 years ago—that the scale of living is constantly rising.

The United States to-day offers a market, the buying power of which has never been equalled in history.

Are your products winning a pro rata share of this splendid market?

Are your sales growing in proportion to this increasing power of purchase?

If you have a product which adds to comfort, pleasure or health, saves money or time, an ever increasing percentage of people are able to buy it and have need for it.

Twelve years ago the first shipment of a pancake flour was only



In four years this toilet preparation has become a national leader



1000 packages. To-day many stores sell 1000 packages a month, because housewives have learned how they can prepare a delicious food easily and economically.



In four years a toilet preparation has been developed from a novelty into the world's biggest seller of its class, by teaching women how to care correctly for their fingernails.

Five years ago a big refiner perfected a superior motor lubricant. To-day it is being demanded by name in all parts of the country because motorists have been shown that it gives better engine-power and economy.

In these three separate fields—grocery, drug and automobile—big national sales have recently been won by telling Americans *how* and *why* a product brings better living.

The J. Walter Thompson Company has had the privilege of co-operating in the success of these three products. We will be glad to discuss with you, how sound advertising can develop sales for your product in proportion to America's growing power of purchase.

J. WALTER THOMPSON COMPANY

New York

Chicago • Boston • Detroit • Cincinnati



In five years this motor-lubricant has won 1,000,000 users

bothered most people who have bought tickets in large cities to a greater or less degree, was mentioned only fourteen times in all.

Train service was the subject of 417 letters, Pullman service of 141, and diner service in all its phases, 329.

The universal shortage of labor during the war made it particularly difficult to keep the sanitary conditions in cars and stations up to the pre-war standard, and ninety-eight letters were received complaining of unsatisfactory conditions of this sort. One of these letters is worthy of special notice. It came from a woman in a Pennsylvania town where the station was not all that it should be from the standpoint of cleanliness. The writer said that she knew the station agent was doing all he could, but she realized it was impossible for him with the amount of help at his disposal to keep things in a presentable condition. She, therefore, offered to organize a committee of women who would undertake to sweep out and clean the station daily as part of their war work.

Women as public spirited as this, and as fair-minded in their recognition of the difficulties connected with railroad operation in war times, were, of course, rare.

One of the most prolific sources of complaint was the crowded condition of passenger cars. This was perfectly natural, as everybody knows who did much traveling during the war. At the same time, the condition was absolutely unavoidable. In June, 1918, passenger traffic had increased over 1917 by 18 per cent. (This is based on the number of passengers carried one mile in both years.) The actual increase in the number of passengers was reported from two-thirds of the mileage of the country as being 11,425,700 persons. It is probable that the actual total for the whole country was in excess of 15,000,000. To take care of this increase in traffic would have required at least 15,000 cars per day; and when you remember there were

only 40,800 passenger cars of all sorts in the United States in 1916 (not including parlor and sleeping cars) and when you remember that during the war there were neither men nor materials available for building cars, you realize that the Railroad Administration had no alternative other than to crowd its patrons.

It is one thing, of course, to ask for complaints, and another to act upon them in such a way that the cause for dissatisfaction is removed. I had an opportunity the other day in the course of a conversation to ask Walker D. Hines, Director-General of Railways, whether complaints were really regarded by the Railroad Administration as giving an opportunity for improvement of the system; or whether they were simply looked upon as a safety valve by which the public, exasperated by the restrictions upon travel, inevitable in war-time, could relieve its feelings.

ADMINISTRATION STILL WANTS HELP FROM PATRONS

"We were very glad, indeed, to get complaints in order that we might better our service," he assured me. "Many of the criticisms of course, were of such a character that nothing could be done about them; we heard from any quantity of cranks and professional 'letter writers.' But where we found a man with a real grievance, we made every effort to take care of him satisfactorily."

As an example of this: a man wrote in complaining that on Sunday there were no Pullman offices open in a mid-Western city, and travelers arriving there on that day had to "take their chances" on a train. Finally a passenger wrote to the Railroad Administration at Washington, and the matter was promptly investigated. It was found that there was no good reason for not having an office open in that city on Sunday, and one was opened at once.

From down in Florida came a protest from a musician who complained that the engineer on one of the Southern lines—he men-

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THAT canoe trip certainly looks big these spring days. Believe me, we're hot after it, too, and our funds are piling up fast. Dad is honorary treasurer, but he makes us keep the books. Certainly takes some close attention to keep my eyes open and figures straight after ploughing these evenings after school.

We're keeping up the old War Garden, except this year it's a "Peace Garden." Ladies Relief Society lets us work it on shares and we're going to have a percentage for our canoe club outfit; canoes, paddles, tents, duffle bags, and so on. Got the list doped out already.

Those kids of mine certainly are keen for it. They harness up to our hand ploughs and sure do snake up the sod. Mrs. White, who's been everywhere, says we look like peasants.

Dad says we're getting so scientific with our soil and seed tests, next fall he and the Millbrook Men's Club will have to see about getting us a regular tractor. "More brains, less brawn, bring bigger crops," he says. Say, that'll be nifty, won't it?

(To be continued in *Printers' Ink* May 15)

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in all the World."

Boys of Billy Byer's type—the 500,000 *American Boy* readers, that is—are the restless, inquiring kind. They take nothing for granted, but get at the facts for themselves. They do their own thinking and form their own conclusions, guided by the self-help sort of reading that they look for eagerly each month in *The American Boy*.

When you put your case to them in its advertising columns you are certain of a hearty reception and a favorable response.

MEMBER A B C



THE SPRAGUE PUBLISHING CO., Detroit, Mich.

Branch Offices: 286 Fifth Ave., New York; 1418 Lytton Bldg., Chicago

tioned the man's name—was playing tunes on the engine whistle, to the detriment of the peace of mind of those living along the right of way. In this case, the general passenger agent of the railroad in question happened to be a man in Washington in close touch with the Railroad Administration. The matter was taken up with him discreetly, and he passed the word down the line for the harmonious engineer to restrain himself somewhat.

Lost baggage was one of the fertile causes of trouble for the Railroad Administration, and every effort was made to find trunks and hand-pieces which had gone astray. One man wrote in to complain of a lost trunk. He was answered courteously by the Railroad Administration, and assured that his baggage would be located if possible. That the efforts were successful is shown by the following letter received from him some time later:

"My trunk has been found! I enclose you letter from St. Louis, and it appears the trunk is there. What they opened it for, I cannot understand. I do not care about them finding the clothes, the socks, etc., but their getting a hold of the other part of the luggage, probably with the cork out, worries me. That part of the luggage was intended for the Christmas egg-nog, and I am very sorry to say we had to drink the 'nog' and the 'egg' without the kick, which tasted like kissing your sister."

When a suggestion was made, of an impractical character but offered in a sensible fashion, the Administration took especial pains to explain why it wouldn't work. Thus one man, who wanted a skeletonized time-table printed on the back of every ticket, was probably surprised to learn that a minimum supply of tickets for the whole country costs not less than \$3,000,000, and any change in form of tickets would require a full six months to put into effect.

That the Bureau of Suggestions and Complaints has proved its usefulness should be self-evident even from this very fragmentary

sketch of its activities. During the war, of course, the Government was in a much more difficult position in regard to correcting unfortunate conditions than is any private business at the present time. The fact that even when little could be done, the officials felt it advisable to make this exceptional effort to know what the public thought about the service, cannot fail to be significant to private businesses faced with the same problem.

Now that you have read this far, you may say this article is entirely about the railroad business and that your own line has no connection with railways. That may be true, but just the same this article describes a practical, how-to principle that is applicable to nearly every business under the sun.

A manufacturer or retailer may be slipping in the esteem of the buying public and at the same time he may not know it. When he does find it out it may be too late to stem the tide of disapproval that is coming his way. At least it would have been easier to remedy the trouble, if it were tackled in its incipency.

The Railroad Administration's plan of inviting the public to send in its complaints and its suggestions for betterments is a method that any business could employ to find out what is the popular feeling toward it. Encouraging patrons to be frank in telling what they do not like about a business or its products is one of the best ways to keep an enterprise from slipping.

Gundlach Back from England

E. T. Gundlach, president of the Gundlach Advertising Company, of Chicago, has returned from England, where he has been chairman of an American committee that has been investigating war-time labor conditions.

G. B. Haulenbeek Goes With Brandt Agency

G. B. Haulenbeek has taken a position with the Brandt Advertising Company, of Chicago. He formerly was associated with the J. Walter Thompson Company, of the same city.

The Big Family means a Big Table



IF you sell anything good to eat it will find its way to the big tables in Youth's Companion homes, if you let them know about it.

The Big, 5-plus Y. C. Families have the most and the best appetites to sell to. There are more *plus-appetites* because of growing young folks.

It's as easy to reach a big family as it is to reach individuals.

THE YOUTH'S COMPANION, For All the Family
BOSTON, MASSACHUSETTS

New York Office: 1701 Flatiron Building Chicago Office: 122 So. Michigan Boulevard

Thermoid and Collier's

"The results we have gotten from Collier's in our present campaign, and from previous campaigns, have been splendid," says a letter from the Thermoid Rubber Company. "We believe Collier's to be one of the strongest mediums which we have on our entire schedule."

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

***52 Year
More Than ~~a~~ Million a Week***

WANTED A LARGER FACTORY BUILDING

What We Have

What We Need

Baltimore Factories

Ottensmeyer Bros.

Refrigerator Specialists

413-415 North Howard Street

This is the First

Quartermaster Dept. refrigerator adopted as standard by the War Dept.

This full page "Want Ad" appeared exclusively in The NEWS. A member of this Baltimore firm designed the new type Quartermaster Dept. refrigerator adopted as standard by the War Dept.

WHAT is probably the largest "Want Ad" ever published in a Baltimore paper is partially reproduced above from the April 15 issue of the Baltimore NEWS. And look what this concern wants—A larger factory building! Isn't it a remarkable indication of post-war prosperity in Baltimore that, after a "still hunt" of several months, this concern should find it necessary to shout its message from the house tops through the medium of a full page advertisement in Baltimore's largest paper?

The NEWS is the great medium in Baltimore for satisfying wants, whether your "want" is a larger factory building in which to increase production or more business for your present factory. Its home-read circulation of over 100,000 net paid daily and Sunday—delivered in the evening when most folks, and particularly Baltimore folks, have the best opportunity for reading—is the largest of any Baltimore daily paper. Associated Press dispatches, preferred by the most discriminating readers, appear exclusively in The NEWS in the afternoon and assure you the quality as well as the quantity circulation of Baltimore!

More circulation, without duplication, lower rate per thousand for users of

The Baltimore News

Over 100,000 net paid Daily and Sunday

The News Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Supposing We Reverse the Record

How Many Copy Writers Would Make Good Newspapermen?

By Frank H. Williams

"SAY," said Jackson, the former city editor, to me, as he thumbed through the pages of his weekly fictionizer, "if most of these copy writers should come to me and apply for a job as reporter and offer me some of their ads in this magazine as samples of what they could do, I'd tell 'em to cut out the kidding and get a perfectly good job digging ditches."

I laughed. I used to be a star reporter myself on a big Western newspaper, and I knew what he was getting at. It's a topic Jackson and I have mulled over considerably recently. We both agree about it. We think that most copy writers haven't the slightest conception of what news is.

"Imagine any of these birds trying to get the magazines or newspapers to pay for their copy instead of getting it in the publications because they pay for it!" continued Jackson. "Say, where would they get off?"

"But you must remember," I countered, "that advertising is a different commodity from news or short stories or anything of that sort."

"Sure, that's true enough," Jackson declared. "I'm not saying it isn't good advertising. I don't know whether it is or not. I'm simply looking at this magazine in the same attitude that a big percentage of its two million purchasers look at it. There's nothing I want to buy right now that I can think of. I don't care whether I read the ads or not. And yet, as I go through this number, certain ads stop me. I know why they stop me and why they will stop other readers. They stop me, make me look and read, because they have news value. They are human-interest, homely, interesting, different, unusual—oh, all the things that make news and that make people buy

newspapers. I contend that these ads are the best ones in this issue because they do stop me and make me read them. As I understand it an ad must get your attention the first thing. If it doesn't do that it's not measuring up to the 100 per cent class. What I'm saying is that certain of these ads have 'got' me just the way that news stories 'get' me. They're so good that they'd just about get by me and into the paper as reading matter if I was sitting on the city editor's desk again."

"Which ads are they?" I asked. "Tell me about them—why they stopped you and all that. I'll write it up and send it to PRINTERS' INK. It ought to prove interesting to ad writers because I think it's a rather new angle on the copy writing business."

"All right, here goes," Jackson continued. "We'll start at the front and go clear through."

He thumbed through a number of pages without comment, then stopped and chuckled.

A FEATURE-STORY IN THE ADS

"Here's one I think is a pippin," he declared. "It's this Life Savers ad where the groom has forgotten the wedding ring and his best man hands him a life saver. Say, all the folks will be using that gag when the parties get slow and all the boys will be buying life savers to spring it on their best girls. And look at that picture—there's human interest for you. That picture would go good on a woman's page in any paper or I'm a has-been."

He thumbed through some more pages in silence before speaking again.

"Look at this ad of the Eastman Kodak Company, 'Photographing a Thirty-thousandth of a Click.' That's the sort of semi-scientific stuff I buy *Popular Mechanics* and *Popular Science Monthly* to read.

"Look at this smashing big photo in the Goodyear ad of the impression made by the 'All-Weather' tread in sand. That photo is so different and so big I'll defy anyone not to look twice and longer at it. What a corking good way it is hooked up with the reading matter on the next page by that heading, 'The Signature of the All-Weather Tread.' The signature of a tire! That's a corking good idea—good enough



"No ring? Here's your Life Saver"

The man who can hand out Life Savers to best men to go to for judgment candy. But one of these little pure-sugar rings and you will be wooed for life to the delectable, delectable quarter of

LIFE SAVERS

THE CANDY MINT WITH THE HOLE

Each of the Life Saver Series is as sweet as a June bride

When you buy Life Savers, you take a chance for better or worse. You pay the Life Saver price and take a risk for Life. Your quality—this is a brand of promise. Don't you know that your sugar and water tablets, nothing can eliminate your attraction.

HEART PRODUCTS COMPANY
New York Montreal



THE NEWSPAPER MAN SEES POSSIBILITIES FOR A FEATURE STORY IN THE SITUATION HERE ILLUSTRATED

for a full page in any Sunday newspaper's magazine.

"I don't know how this ad of the city of New Orleans about the New Orleans Inner Harbor will appeal to other people, but it hits me where I live because it is real news. It tells me a lot about New Orleans in an interesting, entertaining way. It's a real feature article and it is very easy to conceive of it being printed in newspapers and magazines because of its real news value.

"I'm interested by this ad of the Magnesia Association of America.

The graphic picture of the steamship, St. Paul, when it capsized at its New York dock arrests my attention. But when I read the heading: 'When the St. Paul Capsized, Her 85 Per Cent Magnesia Coverings Were Unharmed,' I quit. I'm not interested in magnesia, but the ad has at least stopped me, and that, as I say, is what I'm led to understand is the first duty of a good ad.

"Of course I stop and read this ad of the Columbia Graphophone Company headed 'New May Numbers of Columbia Records.' I have a graphophone and the new May numbers of the company are just what I want to learn about as I intend to buy a couple of new records. This ad is real news to me. I can conceive of myself buying a publication for five or ten cents just to get this ad if I couldn't get the information any other way. But that, of course, is only because I am particularly interested because of what I have in the house."

Jackson closed the magazine and threw it to one side.

"That all the good ads in the book?" I asked.

"No, no, now don't misunderstand me!" ejaculated Jackson. "I'm simply looking through this book in the attitude of a city editor who is on the search for good newspapermen. As I say, the ads I've told you about 'get' me, and I feel that the men who wrote them would make good newspapermen. An entirely different set of ads might get any other unbiased observer."

"Well, it's an interesting viewpoint," I said as I turned to my typewriter to grind out the story. And this article you've just read is the story!

Building a Pre-Digested Copy-Idea File

How a "Dope File" Has Been Transformed from a Morgue into a Live and Helpful Source of Copy Ideas

By an Agency Copy Chief

ABOUT six months ago I cleaned house in our "Dope File," as we call it in our shop. Some agencies and advertising departments have different names—"Idea File," and "Ammunition File," etc., for the same thing. What I refer to is the file in which are kept booklets, clippings, magazine articles, pictures, tables, charts, letters, etc., that contain material or ideas which might be useful at some future date for the preparation of advertisements.

Well, as I say, I cleaned house—went through the file from A to Z and threw out all the dead material and started to re-file the live matter, just as I have done once or twice every year.

And then I paused and thought, sitting there in front of the filing cabinet, with an overflowing wastebasket at either side of me. What was the use of re-filing all of that material? It would simply stay there until it died a natural death and was taken out and thrown away at the next house-cleaning.

What was the use of the "Dope File" anyway? No one used it more than once in three or four months. And I was no better than the rest, for I seldom went near it.

Yet it was full of material that ought to be used in the advertising of our various clients—good, live, newsy ideas and facts that, while they did not happen to fit in just at the minute they were discovered, offered excellent suggestions and material for future use.

"Put it in the 'Dope File,'" had become almost an office slogan. The whole organization had been sold on the "Dope File," and nothing valuable was ever lost. No; it was just put in the file and allowed to die painlessly!

For no one ever seemed to remember the right article or letter or clipping at the right time; or else, if they did remember it, no one could remember just how it was filed.

Mind you, the *idea* of the file was fine, and so was the material in it. But it just naturally wasn't used properly.

And as I sat looking at the debris and thinking, an idea came to me that promised, not only to vitalize that file, but to help the whole shop by supplying a constant stream of fresh copy ideas and angles.

I have tried out this idea for six months now and it is beginning to work wonderfully well. There is nothing very brilliant about it, but I believe that every agency copy department, and every advertising manager, can use it to good advantage.

FILED AWAY FOR FUTURE USE

Here is how the idea works out: When any of us run across anything at all, in magazines, newspapers, letters, books or any place else, that suggests a copy idea, we stop then and there and decide, not only which of our accounts that idea might be used on, but just *how* it could be used. If possible we try to translate the idea or the fact into a *copy angle*. And then we write or dictate a short memorandum, heading it with the name of the product or client to which it applies, outlining what the angle is, suggesting a title or heading, if possible, and describing briefly what the book or clipping or what-not says; and at the bottom we note just how it is filed. The article or clipping, or whatever-it-is that suggested the idea is then filed in the "Dope File," and the memo is typewritten on a

pink sheet that fits into a 5x8 file, and filed behind a card bearing the name of the client or the product.

The result is that this 5x8 file is full of corking good advertising ideas and suggestions—copy angles of the finest kind right at hand that were not originated under pressure of necessity, but which grew almost spontaneously out of some data or article that attracted attention to itself.

In a word, we now have a pre-digested data file that is growing rapidly and is already proving a big help to all hands in the copy department. We seldom have to sit and look at the ceiling for ideas and copy inspirations any more. Just turn to the 5x8 file and there are inspirations ready at hand, with a note as to where the data can be found.

And just to make sure that no good ideas die in this little file, I personally go through it once every month and look over every slip, and any ideas that seem to call for immediate development I assign to some of the men to work out, or else work them out myself.

Since we have been working under this plan I notice that copy is prepared more easily and quickly—for about half the time spent in copy preparation is devoted to groping around for ideas or angles—and it is better, newsier, livelier copy. It doesn't look so machine-made because it *isn't*; it comes pretty near being spontaneous copy, the kind that almost writes itself.

And I have a very strong suspicion that such copy *gets read*!

Getting Ready to Supply Work Clothes When Building Begins.

WHEN the building industry gets in its stride—as it is bound to do soon, or some of us will go without roofs over our heads—there will be a big demand for workers. These workers will need work clothes—new work clothes, for the chances are that

the overalls and jumpers that were discarded for khaki blouses and breeches were long ago thrown out, at one of the equinoctial house-cleanings that have continued to occur with never-failing regularity during the war.

Hence, it is that the Brownstein-Louis Company, of Los Angeles, is making a drive on its "Stronghold" overalls, in a dealer broadside. "Big overall days ahead," is the headline, and the copy is illustrated with reproductions of some of the "build now" literature put out by the U. S. Department of Labor. The copy presages the demand for work clothes that is coming:

Billions of dollars of development work has been held up during the war.

This country needs roads, schools, public buildings of all kinds, harbor improvements and dock facilities for the big overseas trade, railroad extension and repair work.

Every city on the Pacific Coast needs more homes, apartment houses and hotels to house the thousands now crowding every available lodging.

Every one of these projects involves the employment of hundreds of men.

And these men wear overalls, overalls and work shirts.

Every one of these projects means many pay envelopes every week—the contents of which will find their way into the merchants' stores.

The United States is rich. There is a world of work to be done.

Folks want to be busy and carry on their activities of pre-war days.

The inside pages of the folder list prices, show different styles of overalls, and tell of a new selling plan whereby dealers will receive extra discounts if they order certain quantities of the goods in a six months' period.

Potsdamer Sales Manager of Ketterlinus

Jos. S. Potsdamer has been appointed sales manager of the Ketterlinus Lithographic Manufacturing Company, Philadelphia. Mr. Potsdamer was responsible for bringing the lithographers into the Associated Advertising Clubs as a Department and has been an officer of the Department since its inception.

New Chicago Agency

Comrie & Cleary is the name of a new Chicago advertising agency. Frank M. Comrie is president, William J. Cleary, treasurer, and Joseph M. Roesser, secretary.

Philadelphia

the third largest market in the United States

You Can Solve
The Philadelphia Advertising Problem
With *Known Quantities*

When you have a problem of any kind to solve, you must reach your conclusion through the operation of known quantities.

Just so the advertising problem is difficult of profitable solution, unless it is figured with known quantities.

KNOWN MARKET

The population of metropolitan Philadelphia exceeds 3,000,000. In Philadelphia there are 392,000 separate dwellings, over 16,000 manufacturing places, employing nearly 700,000 male and 350,000 female workers. 48,000 storekeepers provide distribution through the wholesale and retail channels.

KNOWN CIRCULATION

The advertiser who uses the columns of The Philadelphia Bulletin deals absolutely in known quantities. All damaged, unsold and returned copies are omitted from the circulation figures of The Bulletin.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net paid average
for March

448,979

Copies
a day

No prize, premium, coupon, or other artificial circulation stimulation methods have ever been used by "The Bulletin."

The David Grayson of The Hoosier Hills



Sincerity is the heart of a strong editorial policy, and Farm Life, thanks to George Weymouth, has it.

It's his job to make the days brighter and the years more prosperous for Farm Life readers.

His keen insight into the common man and his good humor have made Farm Life the most *likable* of farm papers. It is amiable; there are at least three laughs in

it to one for most similar publications. And it handles vigorously the vital questions of production, politics and marketing that absorb the farmer's interest these days. Rancor, suspicion, class hate—find no place in its pages. Its ideal is the ideal of a sound nationalism.

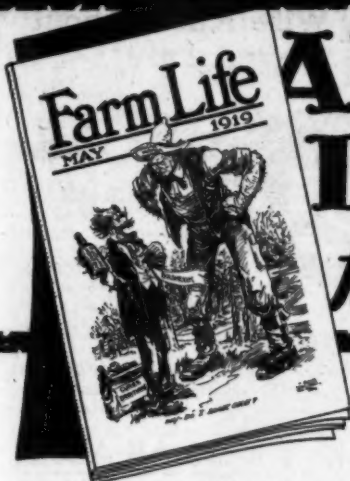
You advertising men owe it to your business to read a recent number. If you have ever lived on a farm you will like it especially. And you cannot miss the flavor that has gathered to it 600,000 of the most responsive of Farm Folks.

When you write, ask for a copy of "That Big Little Paper Down in the Hoosier Hills,"—a piece of real writing, plainly printed, that tells you the spirit in which Farm Life works.

Farm

SPENCER

INDIA



A Vital Issue for MAY

Analytical Buyers of Advertising will discover in the May issue the rea-

sons why Farm Life is now one of the three leading national farm papers—and growing faster than ever.

The cover is a powerful cartoon on one of the burning issues of the time. And here are some of the articles which mentally awake and prosperous farmers—the most liberal buyers in the present market—find interesting:

- "No Bolshevism for Federated Farmers."
- "How Much Does a Quart of Milk Cost, Anyway?"
- "What the Tenant's Wife Has to Say."
- "Tractors for Everybody."
- "Hints to New Automobile Owners."
- "Bringing Grandmother Up-to-Date."
- "Housecleaning Time at Old Ben Puttin'-It-Off's."
- "When the Booze Comes Back," by Strickland Gillilan.

Most Farm Life readers think Farm Life the most interesting farm paper in the world. They are exceptionally responsive to the appeal of Farm Life advertisers.

Space is now being allotted for the June issue. The page is 450 lines. Dominant space costs less than in papers with a larger page.

JOHN M. BRANHAM COMPANY, Special Representatives
New York Chicago Detroit St. Louis Atlanta

Life

INDIANA

What Does Your Wife Know About Your Business?



You tell her good-bye in the morning, and that is usually the last she sees of you until the close of the business day.

She lives in an atmosphere absolutely divorced from the business which monopolizes most of your waking thoughts. As a result she has no influence in your business decisions.

The Farm Woman Knows All About Her Husband's Business.

Unlike you, the farmer's business office is in his home. Usually his wife is his office manager. His day's work is done in sight or hearing of his wife's activities. Through force of circumstances she takes a keen interest in his every important business transaction.

It naturally follows that you need to convince the farm woman of the value of every important article which you want to sell to her husband.

There is only one paper through which you can convince an audience made up altogether of farm women. That paper is

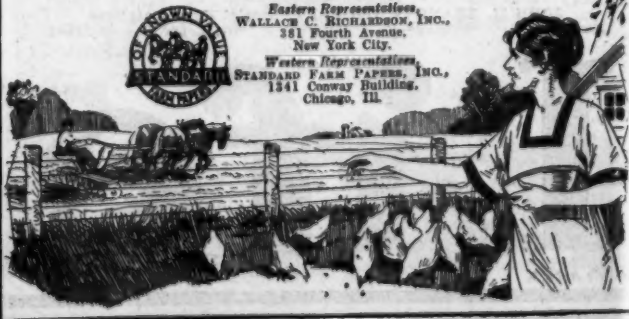
THE FARMER'S WIFE

A WOMAN'S FARM JOURNAL,
WEBB PUBLISHING COMPANY, PUBLISHERS,
ST. PAUL, MINN.



Eastern Representatives
WALLACE C. RICHARDSON, INC.,
381 Fourth Avenue,
New York City.

Western Representatives
STANDARD FARM PAPER, INC.,
1341 Conway Building,
Chicago, Ill.



Powers and the Beginnings of Advertisement Writing



Some Reminiscences That Serve to Remind Us How Recent Is the Origin of Advertising and Advertisement Writing as We Understand It To-day

By Charles Austin Bates

SO JOHN E. POWERS is physically dead!

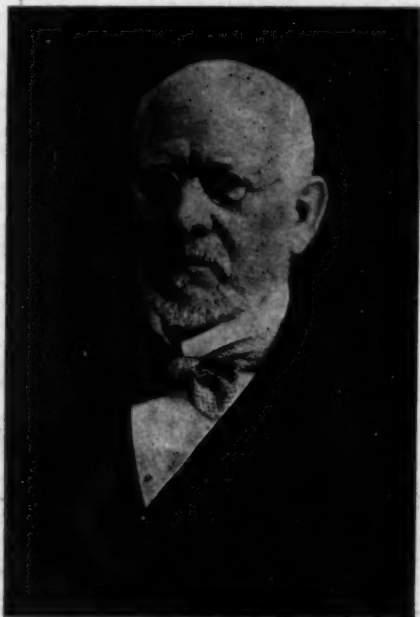
Mentally, he is immortal, because he was the inspiration of all of us who came after.

I think it was in 1888, when I was about twenty-one years old, that I first heard, in benighted Indianapolis, that there was such a thing as a writer of advertisements, and that he was paid the unheard salary of \$10,000 a year by John Wanamaker — who was then to me merely an unfamiliar name. My God! Ten thousand dollars a year! Why, our postmaster received only \$3,500 and drove to his job every morning in a two-horse "surrey!"

Later, I learned that his name was Powers and that the remarkably plain, convincing, honest-sounding ads of Beecham's Pills, Murphy Varnishes and Macbeth's Lamp Chimneys were his. Still later, one of the smartest men I ever knew, A. Swann Brown, who was my boss during the short time I was advertising manager for the New York store in Indianapolis, showed me a twenty- or thirty-word advertisement, printed on the lid of a box of stationery, for which he said he had paid Powers \$15. I remember Powers said the paper was "fine, tough and smooth to the touch," but what impressed

me most was the fifteen dollars.

I think this was about the same time that Scott's Emulsion was gaining a pound a day for us thin folks, and Powers was writing the 12-point Caslon ads for it. So I



THE LATE JOHN E. POWERS

consumed oceans of Scott's Emulsion and never gained a pound — but marvelled at the story that Powers got \$100 a day for writing the copy.

Before that, I had heard the apocryphal story that Wanamaker once asked Powers for something new in advertising, and had been

told "Let's be honest—it has never been tried."

So I tried to be honest in my advertising of the merchandise of the New York store—and that's where the Associated Advertising Clubs of the World started—with Powers.

Powers' hundred dollars a day was what lured us along, but the grasp of the true inwardness of advertising, which he had, was what influenced our work and what has made the profession of advertising the respectable thing it is to-day. By and large, I think I may safely say (there's another of those blamed split infinitives) that Powers' influence is responsible for honesty in advertising—not because we are inherently virtuous, but because we have found that it pays. I wonder sometimes whether Powers figured that way, or whether he was merely a Scotch Presbyterian and set in his convictions.

At any rate, I needed the money, and I followed Powers.

The first real money I ever received for writing advertising copy was from a laundryman, who thought twenty-five cents per ad was an awful lot of money. But he paid it—in laundry work.

And, feeling chesty, I sent copies of the ads to PRINTERS' INK, in about 1892 or 1893. Thereupon John Irving Romer, then editor of P. I., but masquerading under the pseudonym, "Top O'Collum," actually reproduced one of my efforts headed, "The Song of the Shirt," and said it was not good advertising because some few people might remember that Tom Hood's poem was sad and had no happy ending, which we have since learned is disastrous—even in the "movies."

But Mr. Romer also said some kind things about my stuff, which increased my already budding self-esteem—and gave to me the prestige which has always been the reward of those who have had the acumen, or the luck, to break into PRINTERS' INK.

So I advertised in P. I., and told a waiting world what a truly remarkable ad writer was Charles

Austin Bates, of Indianapolis—at the rate of five ads for two dollars. Quite a flock of two-dollar bills came in and Indianapolis began to shrink on the map.

When I came to New York in 1893, almost the first thing I did was to call on George P. Rowell—I didn't know any better, and Mr. Rowell seemed to like my effrontery. He introduced me to Mr. Romer—and Romer didn't like me very much, but was a good editor and figured that he would get some fresh stuff from me—and he certainly did get "fresh" stuff.*

POWERS AND HIS PUPILS, NAMED IN ORDER

All this time John E. Powers was the big man in copy making. The profession of advertisement writing was in embryo. Next to Powers was Nat Fowler—next to him, and in my estimation now as then, his superior in real ability, was Wolstan Dixey. And in Chicago was E. A. Wheatley, who shortly somehow disappeared from my ken. "Jed Scarboro" also used to figure in the advertisements of copy writers in PRINTERS' INK, but I always suspected that was a *nom de plume* (copy writing in those days was not so very respectable and real literary folks sometimes did it under cover).

At any rate, the stars were first: Powers, then a long space, then Fowler, next Dixey and Wheatley—then nobody—meaning Charles Austin Bates. Manly M. Gillam had succeeded Powers at Wanamaker's, and of course there were others in similar positions, including Artemas Ward, then advertising manager of Sapolio. But the four I have mentioned were definitely and publicly following Powers as professional copy writers.

I never was a professional man, like Powers. I was a merchant.

*Mr. Bates' memory is faulty here. The then and present editor of PRINTERS' INK was always a great admirer of Bates' inimitable style and has followed his meteoric career since those far-off days when he chose offices in the old "Vanderbilt Building" because that name sounded to him like ready money.

Pecuniary gain was my moving force. I wanted to give my clients profitable service, but I fear I did not sufficiently consider the ultimate consumer. I believe Powers always did. And there is where he founded the profession of advertising—as it likes to think of itself to-day.

The first year I was in New York, my income from writing copy was the, to me, undreamed of sum of \$9,600; the next year it was over \$20,000.

In 1895 those were larger figures than they are to-day. Advertising ability is better appreciated now—and competition is keener.

I had youth, numerous convictions, some definite experience, a monumental cock-sureness—and withal, the Powers-inspired belief that honesty in advertising must meet its profitable response.

All of us who are interested in advertising, must give thanks to two men—to John E. Powers for the infusion of the fundamental factor of brutal honesty, which not

only has had its effect on advertising, but which has indirectly made manufacturing and merchandising cleaner—and to George P. Rowell, who brought system and order to a new and as yet undeveloped business.

The millennium has not come. There is still a lot of advertising that is plain "bunk." But the Powers' idea constantly gains ground.

The plain truth—or under-truth—about a worthy product, is good enough. Under-statement, in the long run, makes more sales than exaggeration.

Advertising Men Enter Automobile Field

Sawin, Gale & Co. is the name of a new organization in Chicago to act as distributors of Oldfield tires. In the firm are B. F. Sawin and A. L. Gale, who have been with Critchfield & Co., Chicago, for a number of years. Arthur W. Fonda, formerly of the Boston office of Critchfield & Co., has also been brought into the organization. He has just returned from artillery service overseas.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Enter the Triceratops

The American Museum of Natural History Uses Paid Space to Tell Public of Its Wonders

A NEW idea in advertising made its appearance on Easter Sunday morning. On that day, when the readers of the New York Tribune turned to the second page of their paper they were

certainly conformed to the one which says, "Advertising must first of all attract attention;" the next step was there, too—interest. Because, as the Sunday morning reader read on, he was told that this animal and many others like him could be seen at the American Museum of Natural History. Back of this advertisement is an interesting little story and one which opens up a new field for newspaper men in every city of the country.

For a long time, Le Roy H. Kurtz, of the Tribune promotion department, has had the idea in the back of his head that art museums and museums of natural history, public parks and other places of public interest, could advertise to advantage. One day, he noticed a man at a desk near him, B. T. Blogg, a typographical expert of the Tribune, reading an old book on Paleontology. When the general idea was explained to him, he immediately translated it into the particular museum in which he was most interested — the American Museum of Natural History, at 77th Street and Central Park West. Instead of letting the general idea die, they turned it at once into a specific object and went after it. Mr. Blogg started to work at once on a piece of copy for submission to the Museum. He knew that it had need of advertising, that it



This beast as large as an elephant, laid eggs—

laughable, but nevertheless true, for when he lived, some two million years ago, mostly all animals were egg-laying. Triceratops, he of the three-horned face, who was the mightiest animal of its time, measured twenty-five feet in length and over ten feet in height.

Aside from its armor-plate hide, he had a remarkable skull which projected backwards over the neck, like a fireman's helmet, while over each eye was a massive horn directed forward, a third, but much smaller horn being sometimes present on the nose.

You'll be interested to see his wonderful remains, exhibited here to the public, together with thousands of other wonders of nature. Come today or any day from ten to five.

American
Museum of Natural History
Columbus Avenue, 77th Street, Central Park West

MAYBE THIS IS THE FIRST TIME A TRICERATOPS WAS
EVER ADVERTISED

confronted with a picture of what looked like a huge two horned rhinoceros, and underneath it was the caption: "This beast as large as an elephant laid eggs." Following the rules of all the advertising books, this piece of copy

stead of letting the general idea die, they turned it at once into a specific object and went after it. Mr. Blogg started to work at once on a piece of copy for submission to the Museum. He knew that it had need of advertising, that it



Use Color

The advertiser who secures color representation in THE PEOPLE'S HOME JOURNAL combines in his announcement the attraction of beauty, the certainty of a responsive audience and the sales-producing potency of an All-the-Family appeal.

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family

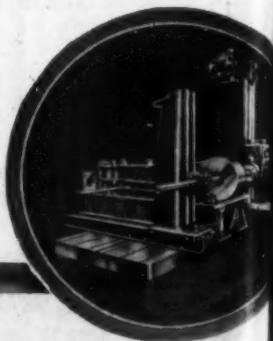


Long Time Ago and Now—

In the early ages the wild gentlemen used the "bow" drill shown above to bore holes in bones, teeth, horns and shells with which they decorated themselves.

Today we use the massive boring mill shown below for roughing and finishing large holes in huge castings.

Thus the machinery industry shows its phenomenal progress through engineering. Engineering is the basis of all commercial progress.



Pro

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Mc

10th Ave

Power
Coal Age
American M
Electric Rai
Engineering

Production--the Gift of Engineers

The basis of all modern production is machinery.

Machinery makes our clothing, plows and harvests our food, transports us to and from our work. It is everywhere, doing more perhaps for civilization than any other man-made product. It is the *basic* industry of the world.

The buying power of the machinery industry cannot be estimated. Just the machine tool industry for the year ending July, 1919, would have required more than 800,000 tons of coal for heat and power, 900,000 tons of iron castings, 350,000 tons of foundry coke, 43,000 tons of steel forgings,

57,000 tons of steel castings, 10,000 tons of carbon tool steel, 2,000 tons of high-speed tool steel and 150,000 tons of low-carbon steel of various kinds.

As machinery is the basis of all progress so it is the basis of the five major branches of engineering: Civil, mechanical, electrical, chemical and mining.

McGraw-Hill Publications cover these fields, reaching the men who buy and who influence the buying of hundreds of millions of dollars' worth of equipment and materials each year.

American Machinist is the authoritative weekly of the machinery and machine tool industry. Circulation more than 27,000. Established 1877. Averages 365 pages of advertising every week which is proof of its advertising influence.

McGraw-Hill Publications

10th Avenue and 36th Street - - - New York

Member Audit Bureau of Circulations

**Serve a Buying Power Aggregating
Billions of Dollars
Annually**

Power
Coal Age
American Machinist
Electric Railway Journal
Engineering and Mining Journal

Electrical World
Ingenieria Internacional
Electrical Merchandising
Engineering News-Record
Chemical and Metallurgical Engineering

had been built gradually in six sections at a total cost of over \$5,000,000, and contained a collection of present and pre-historic stuffed animals, which were of interest to the people of New York. He knew that the problem of the Museum was lack of funds to keep up properly this famous exhibit, since no admission fee is charged. By contract with the City of New York, the cost of maintenance is supposed to be met by the city, but in 1917, alone, the upkeep reached \$91,000 more than the sum so provided.

The cost of the collection and of the scientific exploring work in securing specimens is provided by an endowment fund and contributions from the trustees, but the Museum has never attracted the popular attention that its wonderful exhibit deserves, or secured the number of endowments that it should receive. With the necessity for advertising apparent, and the idea in hand, the copy was the next step. Mr. Blogg went up to the Museum, and knowing most of the exhibits by their first names, he picked with the unerring judgment of a circus publicity man the Triceratops, the beast, which as large as an elephant, laid eggs in the days when men lived in caves and were handy with stone axes.

A cut of the animal was secured from the catalogue of the Museum, the human interest copy written around it, and then Mr. Blogg went forth to sell the customer.

"Knowing that the Museum intended closing a part of its buildings for lack of funds for guides' salaries and other necessary expense, and knowing that we had an idea which would interest the public in the Museum," said Mr. Blogg, "I felt sure that the idea was good enough to interest the directors. Here was a \$5,000,000 collection of rare objects, many of which aren't duplicated in the world, and yet, counting school children and strangers from all over the country, less than 800,000 people a year go to see these wonders. Many high class moving picture theatres have twice that number of fifty-cent admissions.

When popular interest is really aroused in this exhibition, the money for its proper upkeep will be forthcoming from somewhere."

The first man seen on the sale was Mr. Pindar, at the Museum, press representative.

He saw immediately the value of the idea to the Museum and went with Mr. Blogg to Professor Henry Fairfield Osborne, the President. He, too, liked the idea, but did not know where the funds were coming from.

Next day a directors' meeting was held in the Museum, and the plan explained to them in detail. Several of the directors were so interested that they offered to donate sufficient funds to run a trial advertising campaign. The second piece of copy to be run shows two dinosaurs, which in the days before the Rocky Mountains were born, roamed the earth larger than elephants and just as bulky. Two of these awe-inspiring beasts are shown engaged in mortal combat, leaping, fighting and tearing each other to pieces with tooth and claw. "Admission free," says the copy, "any day from ten to five and Sundays from one to five."

With the advent of the Triceratops into the advertising field, advertising solicitors on newspapers all over the country are offered a new field. Aquariums, zoos, art museums, parks, all of them with a definite service to give the public are full of human interest copy, and are at the present time—most of them—suffering from lack of attendance. The barb-wire entanglements of popular unappreciation and indifference can undoubtedly be battered down by the force of paid advertising for the benefit of the particular institution and for the better education of the public. No figures as yet are available as to the increase in attendance at the Museum stimulated by the advertising so far issued.

To the list of things advertising can do, recently appearing in **PRINTERS' INK**, there might now be added a new one—popularizing the Triceratops.

F R E Y

success is not accidental. It is based upon certain fundamental and original ideas regarding the practical application of art to business. There are many artists who make good pictures. But good pictures are not enough. Art is a language. It can be made to say anything. Frey makes it talk business.



CHARLES DANIEL
FREY COMPANY

Advertising Illustrations

104 SOUTH MICHIGAN AVENUE
CHICAGO



REACH THE BUYER

Outdoor Advertising exists for one specific reason and purpose.
It delivers your selling message direct to the buyer—his
effort on his part.

The message is usually brief and therefore is retained.
It is constantly before the buyer—everywhere, every day.
message in a quiet, forceful, unobtrusive manner—the
most effective way.

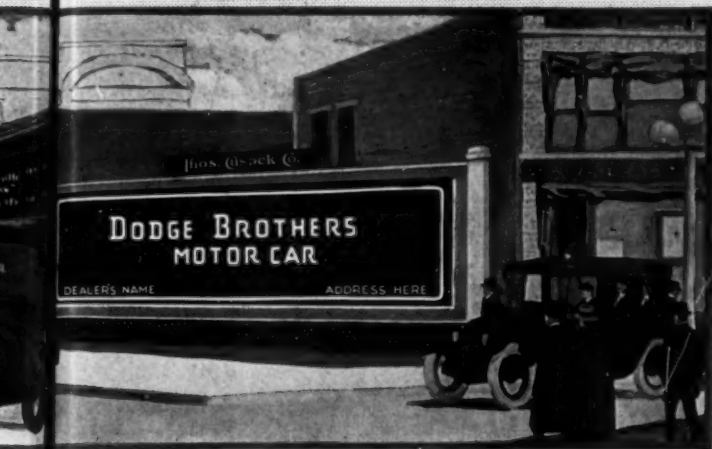
To reach all of the buyers all of the time, is the sales plan
for outdoor advertising.

We will present a plan to meet your needs. Write us.

CHICAGO

Thos. Mack Co.

Largest Advertising Agency in



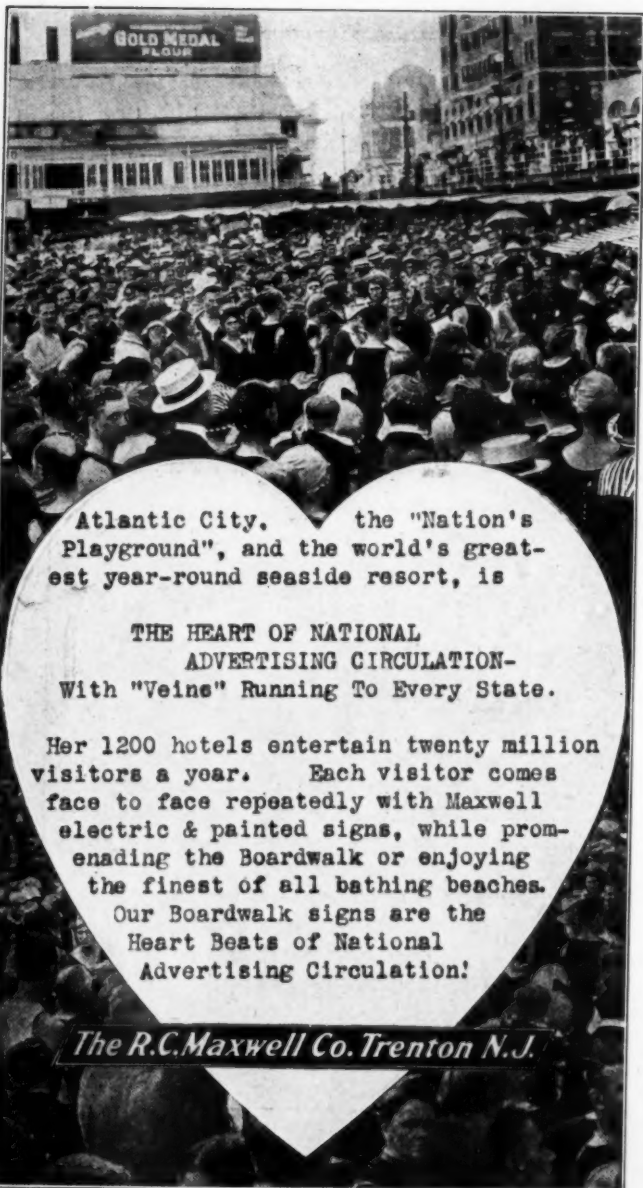
EVER DIRECT

specific and that is—advertising.
 to the buyer—he sees it and reads it without any
 delay retained.
 every day—reiterating and repeating your
 message—presenting your commodity in the
 best possible way.
 a sales plan should include an appropriation
 of funds. Write us.

J. H. S. Co.

NEW YORK

Selling any in the World



Atlantic City, the "Nation's Playground", and the world's greatest year-round seaside resort, is

**THE HEART OF NATIONAL
ADVERTISING CIRCULATION-**
With "Veins" Running To Every State.

Her 1200 hotels entertain twenty million visitors a year. Each visitor comes face to face repeatedly with Maxwell electric & painted signs, while promenading the Boardwalk or enjoying the finest of all bathing beaches. Our Boardwalk signs are the Heart Beats of National Advertising Circulation!

The R.C. Maxwell Co. Trenton N.J.

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Getting the Right Start with a Mail-Order Catalogue

A Mail-Order Veteran Talks of Things to Be Avoided

ABOUT a year ago an enterprising young man in a certain Middle West city started a mail-order business in a small way, issuing a sixteen-page catalogue of high grade novelties. While he did pretty well the first season, he was quick to sense the fact that his catalogue was not bringing in the volume of business it would have to, in proportion to its cost, if he expected ever to build up a profitable business.

And so he sent a copy of the little catalogue to a man who had been through the mail-order mill, and asked his frank criticisms.

PRINTERS' INK has obtained permission to print the letter the mail-order veteran wrote to the young man. It is a letter full of pertinent pointers on catalogue-building and, perhaps, it will help new venturers in the mail-order business to get the right start. The letter follows:

"I was interested in looking through your little catalogue, and while I want to congratulate you on its very attractive appearance, I am not surprised to hear that the volume of business it brought in was not up to your expectations.

"If you will permit me to be brutally blunt, I will take up the catalogue point by point, and tell you where I think you have fallen short and how I believe you could improve your next issue.

"Take the paper first. You have used too expensive stock. It is a very high-grade, coated and heavy. While it shows up the illustrations wonderfully well, a less expensive stock and a somewhat lighter weight, would have done just as well and would have cost you considerable less. I do not believe in using *too* cheap paper, but long experience in the mail-order business has taught me that it is very easy to put too much money into catalogue paper.

Yes; I would use coated paper, on account of the character of the merchandise you are selling and the class of people you want your catalogue to appeal to, but I would suggest a cheaper grade and just a little lighter weight. Later on, when your catalogue grows bigger, you ought to use a considerably lighter weight of paper, but while it is so small you need the heavier paper to give it the necessary bulk to make it seem important.

PROSPEROUS BUSINESS CAN'T WASTE
AN INCH OF SPACE

"The next thing that struck me about your catalogue is that you have wasted a great deal of space. White space is very nice in its place, but it has no place in a mail-order catalogue that is expected to pay its own way. *Every square inch of a catalogue page must produce orders.*

"If you were to measure up the open space sprinkled through the pages of your catalogue you would find that it would aggregate almost a whole page. And a mail-order business such as yours can never prosper if one page out of every sixteen is thrown away. No; you must not waste even an inch. This does not mean that the pages shall be so jammed full that everything runs into everything else (though I have known some mighty successful catalogues that almost answered that description!) but it does mean that the pages must be as carefully planned and compactly made up as though they were to be printed on gold leaf. You really are printing on gold when you put a big edition of a catalogue to press—gold dollars spent for the paper, to say nothing of the postage it costs to send it out.

"You have too few articles on a page, and the illustrations, while excellent, are for the most part

unnecessarily large. On an average you could safely cut them down a fifth to a quarter. And many of your descriptions are set in a size larger type than is necessary. Eight-point type is large enough for body, and many mail-order houses find a large-bodied six-point quite all right. You have used a good deal of ten-point, and much of it is leaded. I suspect that you just sent your cuts and copy to a printer and let him work out the pages. Don't do it. It is not a printer's job, any more than it is a carpenter's job to build a house haphazard, without any architect's drawings or specifications. Every page of a mail-order catalogue should be carefully—almost minutely—laid out and dummied up. Figure out how many words will go, per square inch, in the size of body type you plan to use and then, when you get your page roughly laid out and the space for the pictures indicated, figure how many words of description you have room for and trim your copy to fit. Don't cramp your descriptions unduly, but on the other hand, don't let yourself ramble.

EVERY WORD MUST BE WEIGHED

"I notice that some of your descriptions are almost too brief, while others have the earmarks of having been clipped verbatim from some manufacturer's literature and are half again as long as they need be. Make it a practice to weigh every word and, remember, that your job is two-fold: to describe the article *and to make the reader want it*. Many builders of mail-order catalogues rest content with describing the article, but the most successful ones have gone the step farther, and put real *selling force* into the descriptions. At least half of your descriptions contain no selling force whatever, and almost all of them might be made more effective with a little thought and study. Take each article when you come to write up and *got down every possible use, advantage and selling point*. You will be astonished to find how much

material this will give you to work with. Whip this into compact shape and I venture to predict that you will be astonished with the sales results. I have many times seen slow sellers turned into big sellers in this way, and generally without the description taking much, if any, more space than it had taken previously.

"Another way you could stimulate sales would be to give names to your leaders. Pick out certain articles that you want to push and think up some sort of expressive name for each and display it, and you will be surprised to find how many more of these named articles you will sell. But let me warn you not to work this name idea to death. If you name too many articles it will kill the effectiveness of the whole naming proposition. In selecting names, avoid all such names as 'Acme,' 'Monarch,' 'Wonder,' and the like, and try to find names that have *sales value*, that describe the article or its use or convenience. For instance, the pocket tool outfit on page 11 of your catalogue might be called some such name as 'Ever-Ready Pocket Tool Kit.' There is nothing startlingly 'different' about that name, but it gets the idea across quickly and adds importance to the article. Also, it gives people a definite name to call it if they are speaking to someone else about it, as well as something to remember it by.

"You should display your prices a little better. I would suggest using different and slightly heavier figures than those belonging to the type face. I would also recommend quoting the price right after the name of the article in the display line, thus: 'Ever-Ready Pocket Tool Kit 1.25.' I do not favor using the dollar sign at all. It seems to make the price look higher to quote \$1.25 than to print it merely 1.25. Where an article comes in several parts, or has attachments of any kind, it is always well to quote the price at the end in this way: 'Price, complete, 1.25,' or 'Complete with (here mention the attachments) 1.25.' A little point like this may

seem trifling, but every experienced mail-order man knows that just such little points often make a world of difference in the sales.

"Another point: You prepay the postage or express, so make the most of it. Display this fact on nearly every page, not too boldly, but prominently enough to be seen. Very often you can insert the statement in a little rule 'box' in some little hole in the page that is too small for merchandise and is not available for description. At other times you will find that a page works out a little short and you can run a line across the bottom. Page six of your catalogue is a good example of this. In making up this page you might easily have squeezed it up a bit and put a line across the bottom reading: 'We prepay the postage or express charges on every article in this catalogue anywhere in the U. S.'

ADVICE ON PRICES

"As I have gone through your catalogue, it has struck me that you have too few low-priced numbers—articles selling for forty to seventy-five cents. It is true that ordinarily you can't make money on these low-priced numbers when you figure in the overhead cost of handling the orders, if they are ordered singly, but they pay because they serve two very useful offices: they are good 'tempters' and 'padders.' By 'tempters' I mean that their very lowness of price tempts people to order them, and once they have made out an order there is a natural tendency to look on through the catalogue to see if there is not some other article that it would be well to order at the same time. Many an order for a more expensive article has been led up to in this way. The forty and fifty and seventy-five-cent articles are sort of 'ice-breakers' that get people started, which is one of the biggest problems of the mail-order business. Even though the first order is for some single low-priced article, having ordered once, it is very much easier for the customer to order again.

"By 'padders' I mean that, once a person starts to make out an order, it frequently happens that he or she leafs through the catalogue and picks out little articles here and there and adds them to the order simply because they are inexpensive. Sometimes these little orders will amount to several dollars. So don't fool yourself into thinking that you should run only articles that will always show a profit if ordered singly. On the other hand, always remember that you pay the postage and avoid all heavy low-priced articles that will run the postage cost up too high. I have known orders amounting to several dollars to show a considerable loss because they contained three or four heavy low-priced articles. Even the more expensive articles couldn't rise above the postage load of the heavy low-priced ones.

"Even on dollar-and-over articles you must look out for this. I notice several articles in your catalogue that I'll wager you are losing considerable money on. I'm not going to tell you which they are because I want you to find out for yourself. And the only safe way to find out is to get the packed-for-shipping weight and find out what the average postage or express on that weight amounts to in actual dollars and cents. It isn't enough to know the weight of the article itself, for sometimes light articles by their very nature require heavy packing.

"Your directions for ordering are a little vague and rambling. Tighten them up, condense them and be as clear and specific as possible. Another thing, they are too *solid looking*. Put little sub-heads above the various sections, such as 'How to Send Money,' 'How to Write Your Address,' 'We Prepay All the Postage or Express Charges on Everything,' etc.

"I notice that you do not use the back of your order blank to good advantage. Instead of the two big, rather expensive numbers you feature, I would suggest illustrating eight or ten small, inexpensive articles—say a group of

'50-cent specials.' You will find that this will bring you more orders per square inch than your present order-blank merchandise brings, I am sure.

"The cover to your catalogue is attractive but has no selling force. I suggest using a much bolder design and making the colors a bit stronger. Use warm colors and try to make the cover one that stands out wherever it may be put, so that people will see it and reach for it unconsciously. Too many catalogue covers are *artistic* without being really *attractive*. A Boston-Symphony-Hall style of cover may be very pleasing, but it isn't very profitable for a mail-order catalogue.

SECOND COVER PAGE A VALUABLE POSITION

"And while I'm speaking of the cover, let me say that I think you have practically thrown away one of the most valuable spaces in your catalogue—the inside front cover, which you have left practically blank excepting for the 'Satisfaction Guarantee.' This 'Satisfaction Guarantee' is fine, but it could be set very much smaller in a little 'box' that would set it off all right and give it all necessary prominence. You ought to use this inside front cover space to get acquainted with your prospective customers. Tell them about yourself and how you want to serve them and why you believe you merit their patronage. Say it all as *humanly* as possible, so they will really feel your sincerity and your friendliness. Such a page, with the 'box' featuring the 'Satisfaction Guarantee' right in the middle, would be a very effective introduction.

"To jump inside the catalogue again, I believe you have too many articles in several classes that are too nearly of a price. On page six you have four family medicine cases and two of them sell for \$2.00, one for \$1.75, and one for \$2.25. You would do better to run one more expensive one—say \$2.75 or \$3.00—and one less expensive one—perhaps \$1.00 or \$1.25—and two others about

midway between these prices. Variety in prices is important. And where you illustrate three or four (or more) things of a class it is well to have one of them quite a bit more expensive than the rest. Not only does the price contrast help the lower-priced numbers, but in every thousand people you can count on a certain number who will always want and buy the best and most expensive.

"And speaking of variety, I think you should enlarge your catalogue as rapidly as possible by adding new numbers. Your line is too limited to command the respect of shoppers. There is not enough variety, and your price ranges are too restricted. But do not add more pages until you have first filled the pages you already have. But cutting down the size of some of the overly-large illustrations, and condensing the type matter, you ought to be able to show almost 25 per cent more merchandise on many of the pages.

"Aside from these little points your catalogue is all right!

"Now for one piece of good advice, and then I'm through: *Watch your mail.* For the present read every order and letter yourself. That will educate you as nothing else can."

Miss Ballard on "Printers' Ink" Staff

Helen A. Ballard, whose articles have been appearing in *PRINTERS' INK* for some time, has now joined its editorial staff. Her activities have covered the field of writing catalogues and other advertising copy for the women's wear departments of Sears, Roebuck & Company, investigating for the Federal Government, selling bank advertising service, and doing publicity work for philanthropic and social service organizations.

Oshkosh*Overalls in the Newspapers

The Oshkosh Overall Company of Oshkosh, Wis., is starting a consumer advertising campaign in metropolitan newspapers. This will be supplemented by a trade-paper effort. Copy is being placed by Woodward, Inc., of Chicago.

The Photogravure Section

OF THE SUNDAY

Baltimore Sun

with a circulation of more than 125,000 offers an exceptionally profitable medium for the national advertiser with a high-class product.

☞ The artistic photogravure process is particularly effective in the picturing of fine merchandise.

☞ The following advertisers are now using The Sun's Sunday Pictorial with success:

Elgin Watches,
C-B Corsets,
Van Raalte Veils,
Lion Collars,
Kayser Silk Underwear,
J. C. Ribbons
Kleinert's Dress
Shields,
Babcock's Talc,

Woodbury's Facial
Soaps,
Pompeian Toilet
Requisites,
Stieff Silver,
Tweed-o-Wool,
Valiant Furniture
Armiger Jewelry
and Others.

☞ The Sun's 8-page photogravure pictorial is now produced in The Sun's plant, on the fourth floor of The Sun Building, at Baltimore.

The Sunday Sun (with its beautiful 8-page Photogravure Pictorial) has a larger circulation than any other Baltimore paper—daily or Sunday.

Announcing a Big Plan Wi

Industrial readjustment, stabilization and promotion constitute by far the most important problem in American life to-day.

This is the thought uppermost in the mind of every forward-looking business man and every thoughtful American.

If reports of Governmental departments, commercial bodies and investigators in all parts of the country are to be relied upon, our greatest National need lies right here—

IN HARMONIZING INDUSTRIAL ENTERPRISE.

IN SPREADING INTELLIGENT UNDERSTANDING OF THE FACTS OF BUSINESS.

IN INTERPRETING TO THE PUBLIC THE PUBLIC SERVICE OF BUSINESS.

IN HUMANIZING BUSINESS AND BETTERING ITS SOCIAL ORGANIZATION.

IN BUILDING PRESTIGE AND CREATING GOOD WILL FOR AND CONFIDENCE IN INDUSTRIAL ENTERPRISE.

IN EDUCATING LABOR AND SPREADING CONTENT AMONG WORKERS.

IN INTELLIGENT AND CONSTRUCTIVE OPPOSITION TO RADICALISM.

Leslie's Weekly, with its traditional policy of upholding the finest elements in American business life, feels that it has a definite part to play in this National education. Accordingly, this journal has inaugurated a program of work which looks to the spread of public understanding and appreciation of present-day business facts and conditions.

With a Big Purpose

We take pleasure in announcing that Leslie's has established an Industrial Institutional Advertising Service, which purposes to render a thorough, constructive and original co-operation with business enterprises and their advertising agents in the presentation of advertising reviews and articles interpreting the big and vital facts of American business to the American public.

Advertisers and their agents will find this co-operation a great benefit in supplementing their sales campaigns with special article advertisements that establish the institutional character of the enterprise treated.

Leslie's Industrial Institutional Advertising Service will be in charge of Felix Orman, who for many years has been known in the advertising field for original and creative achievement in industrial writing, research and promotion. Mr. Orman has written many advertising articles on large industrial organizations which proved so effective that millions of reprints of them were circulated.

Leslie's is prepared to extend a big, broad service to advertisers in placing before its half-million intelligent readers

the type of humanized, dramatized narratives of business activities, attractively illustrated, that will hold the public's interest, create public appreciation of the service rendered by industrial organizations, stand as a background to regular sales advertising and exert constructive helpfulness in these crucial times.

We will be pleased to give you complete information on this new co-operative service of



Leslie's

Illustrated Weekly Newspaper

L. D. FERNALD, ADVERTISING DIRECTOR
New York—Boston—Chicago—Seattle



*Every printing paper must measure up
to certain well defined standards
to meet the requirements
demanded by the par-
ticular job in hand*

Equator Offset

"Made as a Specialty"

—is held to be the standard offset paper by offset printers and paper users. Rigid adherence to definite standards for strength, finish, sizing, color and packing has produced a specialty offset paper as uniform as is humanly and mechanically possible.

Equator Offset is the one sheet which gives the best printing results and the greatest production, day after day the year 'round.

Send for Samples and Prices

SEAMAN PAPER COMPANY

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

NEW YORK

200 Fifth Avenue

St. Louis

Minneapolis

Milwaukee

Buffalo

St. Paul

Philadelphia

Cincinnati



Should You "Give Away Your Hand" to Competitors?

The Practice of Progressive Firms Indicates That It Pays—The New Advertising of the Green Engineering Company Is a Case in Point

By G. A. Nichols

SHOULD a manufacturing concern be secretive in its advertising and thus fail to tell its customers some things they ought to know just because its competitors may learn those things and utilize them to their advantage?

At first thought one would be almost ready to ridicule the idea that some pretty sizable concerns in this country are going short in their advertising for this very reason. Yet this is exactly what these concerns are doing. Such conservatism is 100 per cent wrong. But you find it just the same in many concerns where its existence would not be admitted for a moment.

The other day, while smoking a cigar with an executive in a leading Chicago establishment, the writer sought permission to tell the readers of *PRINTERS' INK* about a new plan for promoting mail-order selling in a certain branch of merchandise that recently has proved very successful for this firm. The executive made this surprising reply:

"I'll tell you the whole thing, of course, but only for your own information. You have given me some ideas and I believe in reciprocity. But you mustn't write it up. I read *PRINTERS' INK* every week and I think you know me well enough to realize that I am telling the truth when I say I would be proud to have my concern mentioned in it. But why, may I ask, should I give your readers these plans that we have worked out with so much trouble and so much expense?"

"Frankly, I have wondered many times why leading houses have consented to have their selling and advertising plans written up in *PRINTERS' INK*. I have got ideas from that magazine that have been worth literally thou-

sands of dollars to me—ideas that have been thought through by somebody else and that I probably never would have dreamed of. I have used these to get business—business that under ordinary conditions perhaps would have gone to the people who originated the ideas. One's competitors find out quickly enough these days without one going out of his way to make their search easy."

JULIUS ROSENWALD SAYS FRANKNESS WITH COMPETITORS PAYS

Julius Rosenwald, the world's greatest mail-order man, will cheerfully and candidly give a competitor valuable information on which to build up his business. Mr. Rosenwald does this not as a matter of charity or because he has a big heart, but as a cold matter of business. He realizes that the more expert mail-order men there are in the country the better it is going to be for Sears-Roebuck. It would be an advantage to them if the country could have several other mail-order concerns of similar size.

The first executive represents a house that is practically alone in its field. As such it is comparatively weak despite its acknowledged leadership. If others developed in the same line would it not stand to reason that this house would gain from the collective advertising and boosting done by the others?

This idea of trying to hide things from one's competitors is worked to excess in merchandising places both high and low. I think I told once before in *PRINTERS' INK* about a hardware retailer who removed all the price tickets from an attractive display of kitchen hardware because he feared the price tickets would ex-

pose his values to the Woolworth store manager in the same block, and cause the Woolworth store to undersell him. The Woolworth manager probably knew all about the hardware man's prices, anyway—that is, if he wanted to know. The hardware man's idea, though, in hiding prices from Woolworth was not so bad if in its working out he had not hidden his prices also from his customers.

Retail merchants still have a lot to learn about the fallacy of sticking a knife into their own profits and sales volume just to keep certain things away from their competitors. But they are growing very rapidly out of that habit. An unusually well informed general salesman says retailers have made more progress in this respect during the last five years than they had in the previous fifty. They are being encouraged in this liberal view by manufacturers and jobbers who have learned the same lesson themselves and who now want to increase their output by lining the retailers up to the same way.

The new idea of advertising with the utmost frankness is extending into certain technical lines where the knowledge of the necessary manufacturing and merchandising problems is of such a highly specialized and developed grade as to be an asset well worth concealing as much as possible.

But even here there arises the problem of whether such concealment in advertising does not kill more business and sacrifice more profits than would be the case if the competitors knew the whole story. And then there is the broader consideration as to whether the competing concerns would not after all use that information to increase the general demand for the product in question and thus make things better for all concerned.

A case in point is the experience of the Green Engineering Co., of East Chicago, Ind., maker of such products as chain grate stokers, waterbacks, ash conveyors and storage hoppers. If you

don't know what a chain grate stoker is, the engineer of your building will tell you that it is an automatic machine which feeds and burns fuel and discharges refuse and ash in a way that extracts the greatest amount of heat energy per pound of fuel. The perfected chain grate stoker of to-day affords the industrial world a simple and effective mechanism that can almost double the value of our national coal resources.

The Green company is an old established concern with the highest grade products. Its experts can supply offhand technical information that would "stump" the learned professors in some of the leading technical schools.

The Green products have all along been based on this exact knowledge and this caused the company to be secretive. It advertised its chain grate stokers to some extent, but did not show in detail *why* they were best for certain purposes. The technical knowledge that the company's salesmen would impart in person was not transferred to the printed page.

SETTING OUT TO ADVERTISE

Conditions, however, caused the Green company to change its attitude. If it once were conservative in advertising it now could be called radical. Within the last year it came to attention, turned about face and now is going as vigorously after advertising as it once went vigorously from it.

The company's new advertising policy extended in two directions.

In the first place it made its trade-mark more explicit. Its products had been trade-marked "Geco." There were Geco pressure waterback, steam jet ash handling systems, ventilated flat ignition and so on. It was decided that the advertising emphasis should be placed on the Green company rather than on the goods. It is not the only company making products such as these and it was found after careful analysis that prospective purchasers many times did not associate the products with the Green company. It dis-

covered that the trade-mark was working out in such a way that it actually was hiding behind it. When it boosted Geco pressure waterbacks it found it was working in behalf of waterbacks in general without enough special benefit to its own product.

Another manufacturer with whom the writer was discussing this trade-mark change of Green's declared he believed many a concern would find upon careful investigation that its trade-mark was not bringing home the business that it should.

"This," he said, "is due to the fact that the trade-marks many times are not nearly explicit enough. It is true that the United States Patent Office has certain regulations that must be lived up to before a mark can be registered. It cannot be descriptive. It cannot be geographical. It cannot be several other things. But I would a thousand times rather have an unregistered trade-mark if it applied directly to me and to my goods in a way that the registered trade-mark could not. Of course, it is desirable to have a trade-mark registered if possible. But registration, when you come to think of it, is very much overestimated in value. When Uncle Sam registers your mark this does not mean that he is going to step in and fight for you in case an infringement should come up. You merely have gained an official recognition that the mark is yours. You can have the same rights under common law. Therefore, I say you ought to get a trade-mark that can at once off-hand be identified as yours even though you may have to go along under common law rights for its protection."

Carrying out this idea, the Green trade-mark now contains the words "Green Engineering Company, East Chicago, Indiana, U. S. A." This is worked out in attractive display and the prospective purchaser who sees it will have no room for doubt as to what company the trade-mark refers.

But the change in trade-mark,

radical though it was, was only an incident in the advertising development that took place when once the company had decided upon a new policy in this direction.

This open policy was not adopted, however, until "nibbling" tactics had been tried for about a year. The company regarded it as too important a step to take without getting some idea of what was ahead.

Advertisements were placed in the class journals covering the engineering field. These specialized on the chain grate stokers and the inquiries were followed up by means of an intensive letter campaign. It was found that this supplied an excellent foundation upon which the salesmen could build their selling efforts. A notable increase in business resulted.

"STATE SECRETS" IN THE CATALOGUE

It was then proposed that a catalogue should be put out—something unheard of in the stoker business.

G. H. Eddy, advertising manager of the company, got permission to go ahead with the book with the proviso that he would have to sell it to the company officials before turning it over to the printer.

One night after dinner, Mr. Eddy and his chief got together in the latter's library and went over the finished copy for the proposed book.

The general manager's only comment was:

"I believe that we should tell our customers all we know about our business, regardless of what our competitors may learn thereby."

The big decision was made and the catalogue entitled "The Green Book," was issued. As these words are being written the first copies of the book are being sent out, and it is safe to say that an advertising sensation in the engineering world will be created when it gets into general circulation.

The big broad idea behind the new advertising plan is shown by

Mr. Eddy's statement to PRINTERS' INK, that "The Green Book was written to help the power plant engineer come to his own decision relative to stokers, regardless of whether Green chain grates are involved."

The book is practically a treatise on progressive combustion by means of the chain grate stoker. It goes into the matter of power production on a very elaborate scale. The Green part of the proposition is rather subordinated. The book makes no dogmatic statements about the wonderful qualities of the Green chain grate stoker. It goes not at all into history. The reader is not taken back over the long number of successful years the company has been in the business. He is not bored by reiterated praises of the Green engineering force.

On the contrary, the book treats in a concise, expert way various problems of combustion and engineering and then logically and naturally shows why the Green products fit in to meet these requirements.

A considerable portion of the book is devoted to the important subject of coals and their classifications into coking and non-coking, clinkering and non-clinkering and high ash and low ash.

There is a comprehensive study of the coals of the United States and all the world. Every kind of coal that is dug anywhere on the globe is listed under its proper name and an analysis given showing its heat value, its percentage of moisture, ash and carbon.

The book contains easy-reading scientific studies of such fundamentals of combustion as heat value, correct air supply, proper furnace construction, ignition and heat interchange. It has elaborate drawings and tables showing the proper heights and designs of chimneys to get certain draft conditions.

All this is of the highest value to the engineer because it puts before him concisely important facts containing all the latest ideas in topics of the utmost moment to him.

The Green Book will be advertised. Requests for it will be sought from prospective customers all over the country. The field is a very large one and the inquiries should be numerous.

CATALOGUE WILL HELP MAKE BETTER SALESMEN

One feature of the book that is going to be a big asset to the firm is its educational value to the firm's salesmen. It sets down in black and white all the principles of combustion and engineering in general that these salesmen should have at their tongues' ends. The elaborate engravings illustrating the various Green products have already shown some salesmen things about those products that they did not know existed.

One salesman who has been in the company for years declares he got an entirely new idea of some features of the chain grate stoker after reading the book. He was sure he could sell much more resultfully in the future.

This principle of educating salesmen by means of elaborate and expert printed advertising matter is proving its worth to concerns all over the country. Some way it seems more effective to talk to the salesman through the customer rather than direct. A salesman is likely to underestimate or neglect a salesman's manual. He is inclined to resent any effort at instruction, particularly if it comes from the advertising department. But address a thing to the customer; make it authoritative, complete and correct; give the instruction in an A B C way to the customer and the salesman is going to read it. He may not realize that he is learning something or at least may not admit it. But the good effect is there, just the same.

Printed matter of this kind is one of the best methods of solving the ever-present problem of gaining proper co-operation between the sales and advertising departments.

Speaking of constructive aid to salesmen, it will not detract from the Green story to mention here

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Largest

Offices

I Have the Most Interesting Correspondence of Any Man in the Advertising Business

The letter reproduced below refers to a picture called "Heads Win!" Last week I asked you if you believed that "heads win." Read the letter—then let's "get our heads together" and frame up a picture to meet YOUR business conditions. I believe that you would enjoy writing me a letter like this:



International Correspondence Schools

SCRANTON, PA. April 18, 1919.

Mr. Harry Levey, Manager,
Industrial Department,
Universal Film Mfg. Company,
1600 Broadway, New York City.

Dear Mr. Levey:

I am sure you will be interested in the definite results we have already had in the Scranton Sales District from the showing of "Heads Win," the five reel picture you made for the I. C. S., at the Strand Theatre here April 7 and 8. I think they give some idea of the results that may be expected when the film is shown throughout the country.

The second day the picture was shown five people came direct to this office and three of these have already enrolled for courses. The number in inquiries in response to the Schools' magazine advertising from people in this territory has more than doubled in the past week. As a result we have had referred to us for April up to today more prospects than we received in the entire month of March. Besides we have had a great many telephone calls.

I am more enthusiastic over the possibilities of results from "Heads Win" than any publicity plan the Schools have promoted in the twenty years I have been in the field work.

Very truly yours,

W. J. Lewis
District Sales Manager.

WHL:CP



Maybe you have a picture that you don't know what to do with. Write me about it. If it comes up to the Universal standard I can give it Universal Guaranteed Circulation. If not I can edit it so that it will meet distribution requirements. And don't forget that "heads win!"

UNIVERSAL FILM MANUFACTURING COMPANY

Harry Levey, Manager, Industrial Department

Largest Producers and Distributors of Industrial Motion Pictures in the Universe
Studios and Laboratories—Universal City, Cal.; Fort Lee, N. J.

Offices, 1600 Broadway

New York



What a World of New Printing the War has made Necessary

FOR the next few years the printing presses of this country will be as busy as machine guns were a few years ago.

The maps of almost every part of the world have undergone some change, and the new geographies of our schools are today out of date.

New world history has been made—history that changed the relation of the past to the present and made obscure past events prominent and made prominent past events less important.

Encyclopædias are due for revision with respect to the war-spiced progress in science, politics and the arts.

Our very language has been influenced. Scores of new words, such as "camouflage" and "Bolshevik," have entered the language. Other words, such as "salient," "tail-spin," "liaison," "no man's land," have acquired new meanings and uses.

Who can estimate the number of books—educational, historical, biographical, scientific—that will clamor for their place on the printing press?

Changes, improvements, new ideas, inventions are surging about us clamoring for paper to give them expression.

The printer is as important to peace as the munition maker is to war. Paper is important to the printer and to the man who would have printing done.

Not the least of the lessons learned from the war is the economic value of standardization. The standardization of twelve important grades of printing papers, begun and announced by S. D. Warren Company years before the first gun was fired, has simplified the problem of every man with something he wants to print.

What these Warren Standard Printing Papers are—how they cover the field of printing—and other helpful facts about paper are set forth in Warren's Paper Buyers Guide, which is sent free to buyers of printing; to printers, engravers and their salesmen.

S. D. WARREN COMPANY
BOSTON, MASSACHUSETTS
"Better Paper—Better Printing"



Printing Papers

a new plan being used by Albert Pick & Company, the Chicago hotel and institution outfitters. They have put out very elaborate portfolios containing unusually large pictures of the various articles the firm sells. The engravings are the very best that money can buy. Every detail in the construction is brought out to the fullest degree. There are pictures of various complete installations of equipment for hotels, restaurants, cafeterias, soda parlors and so on. These pictures enable the salesmen to place before their customers a view of the firm's merchandise second only to that gained when the customer gets in actual physical contact with the merchandise itself.

The Green Engineering Company already has seen such evidence of renewed interest on the part of its salesmen that it regards the publishing of its Green Book already as a good investment.

Another discovery made by the Green company a few months ago was that it was not getting the repair business that it should. Any machine, no matter how worthy, is going to show wear and tear in time. It has to have new parts. The firm found it was leaving the matter of repairs and new parts strictly up to its customers, assuming, as a matter of course, that the customers would order the repair parts from the same place they got the machine. Advertising was put out soliciting this kind of business. Customers were reminded that naturally they could get the best service from repair parts made by the company that made the machine.

The response was quite remarkable. One man connected with the firm said 'he thought the profits from the increased business in the repair parts alone probably would pay the entire expense of the advertising department.

W. F. Eastman Joins "Motor"

W. F. Eastman, formerly New York manager of the *Automobile Trade Journal*, is now with *Motor*. He will cover New England territory.

Chicago Electrotypers' Strike Settled

The Chicago electrotypers' strike, which has been in progress for several weeks, has been settled. The union got a part of the concessions it demanded. According to the agreement, which will be in force till October 31, 1921, foremen will receive \$45 per week. Molders and finishers will be paid not less than \$35 per week and branchmen not less than \$34 per week. It is agreed that any disputes between the unions and employing electrotypers shall be submitted to arbitration.

Chicago business concerns using direct advertising were hard hit by the strike. One catalogue house after wrestling with the situation for four weeks, rented an electrotype foundry and made its own plates. The electrotypers' agreement will expire at the same time as those recently entered into with the other printing trades unions.

Advertising by Airplanes Has Arrived

What may be the forerunner of commercial advertising from the skies was witnessed in Houston, Texas, not long ago when six airplanes from Ellington Field flew over the city and distributed 15,000 circulars. On one side of the hand bill was an announcement of a concert to raise funds for Belgian Relief and on the other side appeared the advertising of the Consolidated Motor Company of Houston.

A New Weekly Coming to New York

The Review, a weekly journal of political and general discussion, is announced to make its initial appearance in New York about the middle of this month. The new paper, it is stated, will "resist the unthinking drift toward radical innovation."

Rodman Gilder, recently in the Army, is business manager, and John Gillett, a pilot in the Air Service, is advertising manager.

Ensign Caldwell With Sidener-Van Riper

Ensign Howard C. Caldwell, recently stationed at the Great Lakes Naval Training Station and formerly assistant advertising manager of the Haynes Automobile Company, Kokomo, Ind., has joined the copy staff of the Sidener-Van Riper Advertising Company, Indianapolis.

E. I. Wade With Glen Buck

Edward I. Wade has been added to the copy staff in Glen Buck's advertising office in Chicago. He was formerly associated with the International Harvester Company and before that with Armour & Company.

An Advertisement To Big Advertisers

(To advertisers having a distribution that warrants the use of national circulation, COMFORT'S present large-space rates offer an economical opportunity to win dealers by the tens of thousands and consumers by the millions in the field of Government-guaranteed prosperity).

You get **twice** as much discount on a page of space in COMFORT **now** as you will **after May 10**.

The present page-rate discount from the regular line rate is **40%**. When the large-space rates go up, it will be **20%**.

Even at the new price COMFORT'S advertising rate will be below the average of magazines which reach nearly the same field (no other magazine reaches exactly COMFORT'S field, for COMFORT has a sphere of influence all its own).

But now, TODAY, COMFORT'S large-space rate is the lowest in the world. Why not act before the discount on page space is cut in half, sending the price up? Why not act while you can cover this field at the rate of two and a half cents per line for each 10,000 prosperous farm families reached.

**W. H. GANNETT, Pub., Inc.,
AUGUSTA, MAINE.**

WALTER R. JENKINS, Jr., Representative
New York Office: 1628 Audin Hall

FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquette Bldg.

Figure This Chicago Out For Yourself,

But see what it costs to reach
buyers who do not read the

It makes no difference to whom you want to sell in Chicago. If they read the English language 77.7% of them read The Daily News. This is true of the humble family. It is equally true of the Lake Shore Drive capitalist who buys bonds, automobiles and power boats.

Every fair test brings to light this all-important fact:

The Daily News is read by more worthwhile Chicago people in every walk of life than any other morning or evening newspaper.

This being so, how does the fact impress you—the advertiser? Are you profiting by known facts? Are you concentrating your advertising fire on that dominating 77.7% and depending upon their personal influence to sway the remaining 22.3%?

Efficiency in spending the advertising dollar means to put it where it will do the *most good*.

It means to *avoid* those it *tries* to sell.

To find out how to spend the dollar *efficiently* in Chicago is simple arithmetic. Asking that reach those Chicagoan who read English, you

Percentage who read The Daily News
Percentage who do not read the Daily News

Or figure it this way. Say you spend \$15,000 to try to reach newspaper readers. You would \$5000 of it in The Daily News remaining \$10,000 up between other newspapers. The Daily News 77.7% of the market and it makes no difference if you use all the other

THE CHICAGO

Chicago Proposition Selling, Then Decide

to reach a few scattered
and the one *dominant* medium

avoid... It means to *sell*
to sell.

to how... end the advertising
ly in Chicago is a matter of
etic. Assuming that you want to
Chicago... ten years of age
lish, your problem is as follows:

read The Daily News	77.7
do not read The Daily News	22.3
	<hr/> 100.00%

at this... Say you want to
to try to reach *all* Chicago
ders. You would probably put
The Daily News and split the
1,000 up between other Chicago
The Daily News will reach
market and it makes no dif-
use all the other newspapers,

your message would be carried to only the
22.3% of a market that is already dominated
by *The Daily News* to the extent of 77.7%
and at a greatly disproportionate cost. Is
that efficiency?

Since *The Daily News* offers an oppor-
tunity to advertise to 77.7% of a great market
at one cost, efficiency in advertising logically
suggests using the *whole of the appropriation*
in *The Daily News* with larger space or more
frequent insertions.

The problem works out on the same basis,
whether you are selling breakfast food or
bonds. In the English reading homes of Chi-
cago *The Daily News* is the *dominant buying*
influence, by which an overwhelming propor-
tion of the buying power of the city may be
reached and swayed.

Spend your Chicago appropriation *efficient-*
ly in

GO DAILY NEWS

OUR REASON

For telling you about our business is because otherwise you would not know that we have wonderful facilities for doing high-class art printing, especially

Color Printing
Large Catalogs
House Organs
Publications

of all kinds and of the very
largest capacity.



If you want Service and Quality call or address

Charles Francis Press

461 EIGHTH AVENUE, NEW YORK

Telephone 3210 Greeley

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Major Sterrett, U. S. Marine, Enters Advertising

The Man Responsible for Successful "Devil Dog" Publicity Will Enter Agency Field

MAJOR T. C. STERRETT, who expects to be discharged from the U. S. Marine Corps on May 31 or thereabouts, will enter the John H. Hawley Advertising Co., New York, as vice-president.

Sterrett is the man who sold a trade-marked soldier to the U. S. public—the U. S. Marine. He

the Marines" was a joke instead of a slogan which meant business.

Collier's for May 3 in an article called "Selling the Marines," by William Almon Wolff, will have this to say:

"In 1915, when Sterrett came to the Marine Recruiting Publicity Bureau, he was a sergeant. Also, neither he nor anyone else knew it then, he was an advertising genius. The Recruiting Publicity Bureau wasn't worthy of its name then. It didn't really go after publicity at all. It got out a few standardized posters urging men to join the corps, stuck them up in post-offices and such places, and let it go at that. Marines didn't mean much in your life in those days, did they? You knew there were such fighters, but weren't your ideas about them pretty vague? They had a way of turning up in the news from time to time. If there was trouble somewhere at the ends of the earth, Marines were likely to settle it, to be sure, and to settle it quickly and quietly. But they were used for trouble without any very definite knowledge about them. Here's an illustration. There was a time when you would have gone into a grocery, on your way home, when you felt like a bite to eat, and said, casually, 'Give me half a pound of crackers.' You wouldn't do that now. You'd ask for a package of some nationally advertised biscuit. Just as now, if by some mischance, trouble developed in spite of what's happening in Paris, you'd be pretty likely to say, 'Hello! Something doing. Looks like a job for those devil-dogs. Sure—let's get the Marines on the job.'

"And the reason you know the Marines and call for them by name is exactly the same reason that makes you ask for the biscuit instead of crackers, and that



MAJOR T. C. STERRETT

sold his goods before he secured distribution, but when he got that, the goods made good, and like the live advertising man he was, he adopted immediately a trade-mark put upon them by their competitors. At Chateau-Thierry, the Germans called the Marines "Devil Dogs" and Major Sterrett was quick to seize on this and put his story out once more under the new trade-mark. Sterrett used to be a newspaper man back in Erie, Pennsylvania, and in every move he made selling the Marines he kept the news angle foremost in his mind. Sterrett has been in the Marines for some time, since the days way back when "Tell that to

is—advertising. Sterrett sold you the Marines.

"The first thing he did was to organize a syndicate service for newspapers. He sent out three sheets a week. Before he was through, three thousand newspapers were getting that service—and 85 per cent of all the stories Sterrett sent out were printed. Unless you've had some connection with that sort of work, you can't imagine how staggering those figures are! They'll make every press agent in the world shed salt tears of envy.

"The reason Sterrett's stuff was printed was mighty simple. It was good stuff. No story was ever more than three hundred words long. Each story was good to fill a little blank space that was left at the last minute—and as good the day after it reached the office as the day before. Each story was on a single sheet of paper, double spaced, with room enough above the type for a copy reader to write a headline. All you had to do with one of Sterrett's stories was to put a title on it and send it to the composing room.

"Marvelously successful as Sterrett's syndicate service was, its greatest feat was its swan song. On September 30, 1918, Sterrett killed it—killed it dead, when it was at the very height of its success. He sent out a letter saying it wasn't needed any more, because the Marines in France were writing their own publicity now, in bayonets dipped in Hun blood, and, besides, there was a paper shortage, and conservation was in order.

"Can you imagine what that letter did to the 3,000 editors who'd been using that copy? They were being driven mad with war restrictions on the use of paper. At a time when there was more news to print than the world had ever known, their paper supplies were cut to the bone by the suave but extremely firm Mr. Baruch. And every day Government press agents were shipping them enough printed matter they couldn't use to give them all the paper they

needed! Naturally they appreciated the one Government press agent who quit; naturally an edict went forth from hundreds of managing editors that henceforth any story containing the word Marine was to be regarded as first-page news.

"Sterrett doesn't pretend to be a psychologist. But any professor of that science would acknowledge the character of that stroke."

Down in the big office of the Marine Corps Recruiting Bureau, Sterrett used to keep on tap helmets, uniforms and all sorts of information about Marines, and it was almost the only place in New York where an advertising man or reporter who wanted to use this material could get any line on any sort of uniform. If you will remember the advertising copy put out by many a national advertiser, almost every soldier in a steel helmet had on the front of his tin hat the ball and anchor; the trademark of a marine. That was because Sterrett was on the job—there to give service, although it is a matter of record that this particular helmet shown in the pages of many of our favorite magazines was manufactured right down here on Twenty-fourth Street in New York City.

Sterrett never let a good chance get by. Among the advertising men who worked with the Major in his job of selling the trademarked soldier, John Hawley came into the office one day to get a photograph for use in a tobacco advertising campaign. He met Sterrett at that time, and after that became a volunteer, helping along in the advertising campaign of the Marines. He saw the advertising genius of the man, and as soon as he heard that Sterrett was going to get out of the service, suggested the idea of the advertising business. Sterrett is a man who starts things and puts them through, and the advertising business is undoubtedly in for some new ideas along copy lines, and new angles when the Major takes off the uniform that he made so well known to the American public.

Pay Envelope Superseded by Checking Account

English Soap Factory Credits Workers' Bank Account with Eight Hours' Pay for Six-Hour Day

By Thomas Russell

London, England, Correspondent of PRINTERS' INK.

IN January, PRINTERS' INK published my report of a great English advertiser's plan to obtain eight-hour production with six hours' work. This plan has now gone into effect. It is accompanied by another big factory improvement, calculated to promote thrift and increase the dignity and responsibility of labor.

Over here, we have all sorts of trouble with our labor. It is the manufacturers' own fault. So long as labor conditions permitted, they paid wages below the decent subsistence limit, and workshop conditions were in some places deplorable. Labor came back with union rules which hampered production. But there has always been one place where labor-turnover was small, strikes did not occur, and production was big. That was at Port Sunlight, where Lever Brothers Limited make Sunlight and Lifebuoy Soap. The same concern controls Hudson's Extract of Soap (a laundry powder) and several other laundry products, the Vinolia line of fine toilet preparations and Pears' Soap.

Lord Leverhulme, the head and guiding spirit of the whole, has made worker-welfare the business of all the time he could spare from helping the Government with its lubricant, margarine and glycerine problems during the war. He is said to be building a margarine factory of his own. He has the distinction—unique according to my olfactory experience—of running a soap-boilery that is rather pleasant to smell than otherwise. Now he has tackled the pay problem.

Handing pay envelopes to a staff that runs into thousands is a tiresome job, however well or-

ganized. At best there is a lot of time wasted. No one has invented a plan that gets rid of the long waiting line, and we had so many waiting lines during the war that we do not like them. Lever Brothers meet this difficulty by not having any pay envelope. Every workman opens a checking account in a bank near his home. Lever Brothers' banker credits his bank with the man's pay. The man goes home on Saturday and draws a cheque for the house-keeping money. The rest stays in the bank and earns 5 per cent. This is more than a checking account balance would ordinarily carry in a safe bank. But Lever Brothers believe that a worker with money saved is a better producer because of it. Lord Leverhulme said:

"Instead of the money lying at home earning no interest, it will earn interest. Further than that, the tendency will be always to leave a little more each week in the bank; and I feel confident that if we can get this system universally adopted it will not only raise the working man's position, but add to his dignity, because, instead of crowding round a little pay office, he will be led to become a saver, having money to invest in the business he is engaged in, or other businesses. We are taking no undue risks in making this departure."

WORKING OUT A SIX-HOUR DAY AT PORT SUNLIGHT

The six-hour day system is also in force here—or will be, I think, by the time this is printed. Lord Leverhulme, in a speech to shareholders, thus explained the scheme:

"The morning shift will commence at 7 o'clock, and, after a

break of a quarter of an hour from 8:45 for some light refreshment, they will continue to work until 1:15 p. m. At 1:15 the morning shift work for the day will be over. They will not return to their work until 7 o'clock the next morning. This makes a total of six working hours per day, with fifteen minutes' break for a meal, for six days in the week—Monday to Saturday, included. The afternoon shift will only work five afternoons, the average being seven hours and twelve minutes each afternoon, instead of six afternoons of six hours. This is to retain the Saturday afternoon holiday.

"To divide the twenty-four hours into four shifts of six hours each, instead of three, which is our present working day, would create a difficulty with the night shifts. Home life must be considered, and home life requires that a man on the night shift should leave home somewhere about 9:30 or 9:45, so that the household can be closed and all go peacefully to bed at 10 o'clock; and he should not return until 6:15 or 6:30 in the morning, when the household would be up. To ensure this will mean a little irregularity in the working. The light meals we provide at the firm's expense, tea, coffee, cocoa, bread and butter, and sandwiches, at counters adjacent to where the men are working. Neither men nor boys nor girls will require to walk further than is represented by getting out of a railway train and going to the refreshment room. I have tested what you can take at a refreshment room in a quarter of an hour, and I find, if I tried, I could eat more than is good for me. So that there is ample time for refreshment. The rate of wages will be exactly the same for a 36-hour week as for a 48-hour week. This is obviously essential, but it is equally certain that the staff can accomplish the work without adding any expense to the company by so organizing the carrying on of the work that no increased expenditure will fall on the company."

The last words contain the crux of the matter. If he can get the output, Lord Leverhulme's scheme will succeed. It is a most useful and interesting experiment—and good business sense. He believes that improved time-keeping and efficiency will pay for the food donated.

WHERE FREE FOOD PAID FOR ITSELF

Another large firm known to me found that it did so. These people were worried by complaints of occasional bad work. Studying these from many angles, they presently observed that the bad work had a way of being traced to the last two hours in the afternoon. They only worked one shift, and most of the workers were women. They put in a tea-room installation, broke off for fifteen minutes and gave the workpeople a light tea. The work done in an hour and three-quarters was equal in volume to what was formerly done in two hours. The money saved by cutting out complaints paid off the capital investment for installation, as well as current costs, in one year.

Lieut. Smith Returns to McGraw-Hill

Lieutenant Rolin C. Smith, formerly with the aerial photographic branch of the Army Air Service, has joined the McGraw-Hill organization as director of the company's photo-service department, in place of Frank Erkman, who has been promoted to assistant business manager of *Chemical and Metallurgical Engineering*.

Daniel Nicoll With New York "Mail"

Daniel Nicoll, of Gilman & Nicoll, special newspaper representatives of New York and Chicago, has been appointed business manager of the New York *Evening Mail*. His successor in charge of the Chicago office of Gilman & Nicoll is A. G. Ruthman, who has been assistant manager.

Ruthrauff & Ryan Secure Mail-order Jewelry Account

Ruthrauff & Ryan, Inc., New York, have secured the advertising account of L. W. Sweet & Company, of the same city, mail order house for diamonds, watches and jewelry.

LEADERSHIP

PHOTOPLAY is the leading magazine in the motion-picture field. It has come to be leader since the days when John Bunny's smile spread clear across a screen. That is a short time from any reckoning save that of the motion-picture.

In Bunny's days, Photoplay was leading the way out from the fire-engine, trotting-horse, locomotive School of Kinematics.

It thought ahead then to the Griffith-Ince era as it is thinking ahead today to the time when world fiction-masters will give of their best to the screen.

Leadership comes naturally to a man or a magazine that looks out to new horizons.

PHOTOPLAY

The Magazine of the Fifth Estate

GROWTH

YOU are thinking that Photoplay must have grown with the motion-picture, developed constantly new audiences as the screen developed them. That's true. It has.

Looking back to the days when mere handfuls filled converted dance-halls for casual inspection of badly-filmed "comics," the growth of the motion-picture comes as a constant source of wonderment.

But here it is today, the fifth industry of the country, holding in its grip the hearts of millions. And here is Photoplay, come to man's estate, keeping steady pace with this giant growth.

PHOTOPLAY

The Magazine of the Fifth Estate

INFLUENCE

PHOTOPLAY gives speech to the great mute forces that America recognizes in her allegiance to the screen.

Photoplay supplies the single element that is lacking in the most outstanding human interest in the country today. The motion-picture is silent. Photoplay speaks.

And to it are turning every day new hosts who find in its authoritative tone the expression of those interests that the screen has aroused. That is why Photoplay is known as "The Instinctive Magazine". It laughs and cries and is glad with the folks who fill the motion-picture houses.

The reader interest in Photoplay is one with the human interest in the motion-picture.

PHOTOPLAY

The Magazine of the Fifth Estate

POWER

PHOTOPLAY is the leader.

It is the leader of an industry which within the memory of the youngest advertiser has risen by titan leaps. Upon the public mind it has the inexorable influence of the motion-pictures themselves.

What does this mean to you as an advertiser?

Just this: Power.

Let the name stick in your mind; it's imitated

PHOTOPLAY

The Magazine of the Fifth Estate

W. M. HART
ADVERTISING MANAGER
350 NORTH CLARK ST.
CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.

Army Makes Drastic Change in Advertising Appeal

Conference of Army Officers with Advertising Men Brings Quick Results

By Roy Dickinson

ON March 3, thirty-two high army officers assembled at the New York Advertising Club under orders from Washington, to listen to series of talks by well-known advertising men as to the part advertising could play in recruiting for the new army. Within thirty days the suggestions made at that meeting had been forwarded to Washington, considered and acted upon. A Central Army Publicity Bureau has been established in New York city. This Bureau acts as the

the better for their experience, many are in the position of a customer who has bought once and says, "Never again!"

In order to offer a new incentive to these men, the Army has adopted many of the suggestions, to change the selling appeal, made at the conference and already has put them into actual operation. As a start, the window display of the shops in which the goods are sold has been greatly improved—the old style recruiting methods, of hiding the depot in a dingy



FOLDING ARMY RECRUITING BOOTH PRESENTS NEW ADVERTISING FEATURES

advertising department of the Army, to "sell" re-enlistment to soldiers now being discharged and enlistment to new prospects. A complete art and copy department, follow-up and idea factory is in full operation at 461 Eighth avenue, in charge of Col. J. T. Conrad. The Chiefs of the Recruiting Districts act as district sales managers and receive suggestions and advertising material from the home office.

The Army, in a way, is confronted with problems of selling to half a million men an idea which they have just discarded. Almost every man coming back from the Army is glad to get into civilian clothes and, while a great many of them are tremendously

building in charge of an indifferent sergeant, has been entirely discarded. In place of this, the folding booth shown above has been adopted, and is now in actual operation. The sides fold back and the salesman stands behind the counter with a plentiful supply of up-to-the-minute booklets and instructions in selling practices. The booths are placed in locations where people pass. The Pennsylvania and Grand Central Stations, in New York, and other places where crowds congregate, have been chosen for the initial tryout for this new idea adopted from commercial life.

The results so far have been more than satisfactory. In step with this progress, an entirely new

note has been struck both in the selling talk and in the advertising appeal, designed to attract the attention and interest of new customers. The slogan, "See the World," has been discarded for the more modern sales appeal of "Join the university in khaki and fit yourself for high rank in civil life, or a commission in the Army." Working on the theory that a democracy cannot go much further than the mass level of education of its average citizen, the Army, with its large facilities for education, has adopted the idea of the "University in Khaki." Upon this is based, almost entirely, its new sales appeal.

A weekly bulletin, also adopted from commercial practice, is sent out from the home office to each district manager, advising him of the week's happenings, with suggestions as to how he can operate locally. This bulletin also brings out the fact that advertising in a national way and advertising methods will help him in his local sales campaign. Objections, as discovered by interviews with men who are returning from overseas, are set down and answered and sent out to the different managers for their use. The activities of certain districts are reported, with the idea of stimulating work in other districts.

INITIATIVE OF VARIOUS DISTRICT BRANCHES

In the Detroit district, for example, a large room at the recruiting station has been fitted up as an applicant club, with new chairs, tables, couches, books, rugs, magazines, pool room, etc. A detailed letter has been sent to all postmasters of the district, asking for their co-operation. Posters and printed matter have been supplied these postmasters. Each newspaper in the district has been sent a story of the new campaign and the reason for it. Material in news form is sent to them regularly. Adopting the suggestions made at the initial meeting, this district has also gotten in touch with advertising managers of big Detroit manufacturers, such as the Burroughs Adding Machine

Company, Dodge Brothers, and the Detroit Steel Products Company.

The manager of the Detroit district reports that the Army has met ready sympathy from the local advertising managers, and has profited by their advice. The Dodge Brothers Company has furnished a large number of slides, which are now being shown at ten of the leading moving picture theatres of Detroit, and are to be sent to all cities where the recruiting station has branches. A complete follow-up mailing list is being kept from the cards turned in by solicitors and data furnished by postmasters, country newspapers, etc.

The local recruiting officer at Peoria, Ill., Col. E. W. Tanner, has evolved a novel idea. He gathered in forty or fifty waste-paper cans belonging to the city and had them placed in the most prominent corners of the city, painted blue, with white lettering and a red border. A little selling talk about enlisting in the Army, and the address of the nearest recruiting office is used as copy.

Each district manager sends to the home advertising office in New York, a list of every publication in his district. From this information the home office is to furnish each recruiting officer with a form letter for the news editor of every publication, so that the national work will become decentralized.

PHOTOGRAPHS TO STIR UP INTEREST OF PROSPECTS

In the Baltimore district, the officer in charge of the recruiting station has a fluent command of five languages, so that much promising material otherwise unavailable, is immediately interested in the educational opportunities of the American Army. A definite and regular supply of photographs is now released from the home office for the use of each local recruiting officer. These photographs are to follow a definite plan, both in opportunities for newspaper publicity, window or poster display. They are often linked up historically and locally,

as, for instance, when the division which was recruited from a certain district has its photograph sent back to the home town for getting new men interested. In this way civic pride and the value of historical valor and tradition is kept alive. A series of stories, playing up vocational and educational training, travel, regimental records of local appeal, is sent out from the home office, with the aim of establishing a generally favorable background of popular sentiment. The sales office or local recruiting officer sends these out and follows up the line previously outlined by the home office.

The local officer in Los Angeles reports that he has secured the active interest of the Advertisers' Club, and the motion picture houses. The Advertisers' Club is making drawings for twelve plates, setting forth the advantages of different branches of the Army with short, boiled-down selling talks to go with each. The officer there has also arranged with the advertising manager of the street railway company to show the material on the front of all trolley cars.

In securing a good follow-up list for the use of each local station, the Army has hit upon a new scheme. Each scout sent out from the main office is given a visiting card. As he talks to a man who may be discouraged about his present outlook, he hands him a card and in return, asks for the man's name and address. This is filled in on a special follow-up card, which is turned in to the home recruiting office each night, and from this list a basis is secured for a definite system of follow-up. When the man who has received the visiting card on the street looks it over at home, he finds on the back six good reasons why the Army offers him new and unusual opportunities for educational and vocational training.

THIS FOLLOW-UP OUGHT TO GET RESULTS

Instead of the old, dignified type of advertising, so long associated with the Army, an entirely new

note is being struck not only in poster advertising, but in booklets and other follow-up. A four-page folder with a picture on the outside of the man who looks extremely happy on having re-enlisted, is shown, and on the inside is a newsy letter written by Bill to his bunkie, who is still in France.

The Old Burg.
April 8, 1919.

DEAR BUDDY:

How's every little thing in the old A. E. F.?

Things over here look a whole lot different than when you're homesick for a piece of home-made apple pie in the rain and everything over in Brest, and nothing but rumors if you're going to sail next week or a year from next 4th of July.

They've got a song here. "How Are You Goin' to Keep 'Em Down on the Farm After They've Seen Poree," and, take it from me, the old home town don't look the same after you've been away as long as we have.

I could have got my old job back at the planing mill, but when I saw what cit's clothes sell for and how food and room rent have jumped, I couldn't see where I got off.

Believe me, you'll know we were in a world war when you get home.

You'll no doubt be surprised and think I'm crazy when I tell you I re-enlisted up for a three-year hitch, but, believe me, I'm wise. And say, Old Pal, I talked it over with Mabel and she says, "Now, between us we can save enough in three years for that little chicken farm in the country." Clever kid, ain't she?

They give you a month's furlough to see your folks, five cents a mile to the old town and back (it only costs you one cent a mile each way, because you get a furlough fare certificate), and your sixty bucks bonus. You've got thirty seeds coming to you when you report and no worry about a job. You can pick your own branch of the service and keep your grade and pay.

I could have put in for a one-year hitch, being in the service and signing up again on discharge, but there ain't going to be any vin rouge here after the thirty first of July, and now I've seen France and Germany I wouldn't mind taking a chance on the Philippines, Canal Zone or something like that.

You know how it is with a guy that don't know anything special—he's worse outta luck as a civilian than in the army. He can't hold down a good job unless he works up to it. I always wanted to take an automobile course, but never had the fifty bucks, so I'm going to put in for service where they'll teach me auto repairing—haven't decided just yet whether it will be motor-transport, air service or the tanks.

The army gives you a chance to earn while you learn. You don't have to worry about chow, clothes or a good bed in peace times. And a sensible sol-

dier never has to be in debt and can always have his own money in his pocket.

When you figure it out, the army in peace times is a job, a good job; even if you don't study anything special.

"Bull" hasn't gone up enough to eat up the difference between "thirty a month and fifteen"—which was army pay before the war.

Now, a guy that just sticks as a soldier is better off in the prime of life than lots of civilians.

When he's old enough to retire Uncle Sam gives him three-quarters of his pay for the rest of his life and \$15.75 a month extra for quarters, heat, light, clothing and rations. And—the Q. M. sells him food at cost, too.

He'll sure be a sergeant by that time, with a hundred or more a month base pay. That nets him ninety a month retired pay. It's the life of Reilly for those boys.

Figure that out, Buddy. It's better than 4 per cent on \$20,000 in the savings bank. And you don't know many guys that save \$20,000 working, either.

Is the army a good job?

I'll say it is!

The army puts you in good shape and keeps you well and don't charge you for doctors.

Remember—I've been home and can see the thing right.

Take my tip and talk to the old man about it on the way over.

Always your old bunkie,

BILL.

This letter, written in slang, brings out the selling points of the new Army, and bears very little resemblance to the old booklet, such as "The Army as a Career." The new note has undoubtedly been struck and is adhered to in all forms of advertising. It is understood unofficially that a request for a definite money appropriation is to be made of Washington to carry on this advertising work, which in its try out form has proven extremely successful.

The idea of substituting an entirely new selling appeal to change the minds of customers, who have become dissatisfied, is a suggestion that might well be followed by certain manufacturers. Instead of going back and rehashing petty grievances and objections, which might take five years and get them nowhere, the Army has boldly come out with an entirely new scheme and struck out with an entirely new appeal. The "University in Khaki" is an interesting substitute for "the man on horse-back."

Nicotine as a Substitute for Soothing Syrup

PHILADELPHIA, PA., April 4, 1919.

Editor of PRINTERS' INK:

The article on women and cigarette advertising by "Advertising Agent," which appeared in your last issue, has caused my conscience to prick me considerably since I read it. Certainly man's inhumanity to woman is past all understanding. Here we are carelessly allowing our wives, sisters and daughters to slide comfortably to perdition via the joyous nicotine route, with nary an effort to stay them. Like most fathers, I firmly believed I was faithfully performing all of the duties which society and the law of the land required of me in my relations to my pretty daughter. Yet I have been guilty—am guilty—of failing to properly protect and advise her. Probably parental indulgence is really the cause.

From birth her loving mother and myself have watched over her and protected her. We guided her first steps with that care and concentration which only dutiful parents can understand. We lived for her, and she was the inspiration of every action. But I must confess with sincere remorse that I now find I have been living in a fool's paradise. "Advertising Agent" has sadly disillusioned me. He has brought to me a full realization of the grave errors of judgment I have committed in the matter of raising my family. Listen.

Each evening for the past three or four months, my twenty-two months' old daughter has joyfully insisted on bringing to me, as I sit in my comfy chair after dinner, my veteran, much-caked pipe and can of Velvet. Competent witnesses even declare that she has been seen a number of times endeavoring to navigate that old-time briar into just the proper position in her own dainty little mouth. I have unconsciously instilled in her tender and receptive mind the craving for tobacco. It matters not whether it be in the form of cigarettes, Porto Rico cigars, or pipe tobacco, the desire is taking root. Hence the condition of my otherwise clear conscience.

I shudder to think of her growing up to the habit of hitting the pipe between dances or while an ambitious, progressive candidate for her hand is hanging around. I must steel my heart against her tears and save her before it is too late. First thing you know she, too, will be reading those terrible cigarette ads showing blasé women inhaling Mediterranean smoke. Of course she is liable to see perfectly respectable ladies in a two-dollar musical show smoke "pills" on the stage, but they couldn't tempt her like a newspaper cut.

"Advertising Agent's" article, in pamphlet form should be broadcasted to the four—more if possible—winds of heaven. Go to it.

T. J. Y.

The Hamm Brewing Company of St. Paul, Minn., has started advertising a new non-alcoholic drink known as Ex-also. The campaign is being executed by Critchfield & Company, Chicago.



OUR first thought:

Wherein lies the Dominant selling argument?

We give your product an honest analysis—*uncolored* by hope—*unflavored* by ambition.

We dig into the *vital* reasons for the existence of your business—

And then we present the Dominant Idea *graphically* to Dealer and Consumer.

Upon the request of an executive, we will gladly send our new 72-page book, "Master Merchandising and The Dominant Idea."

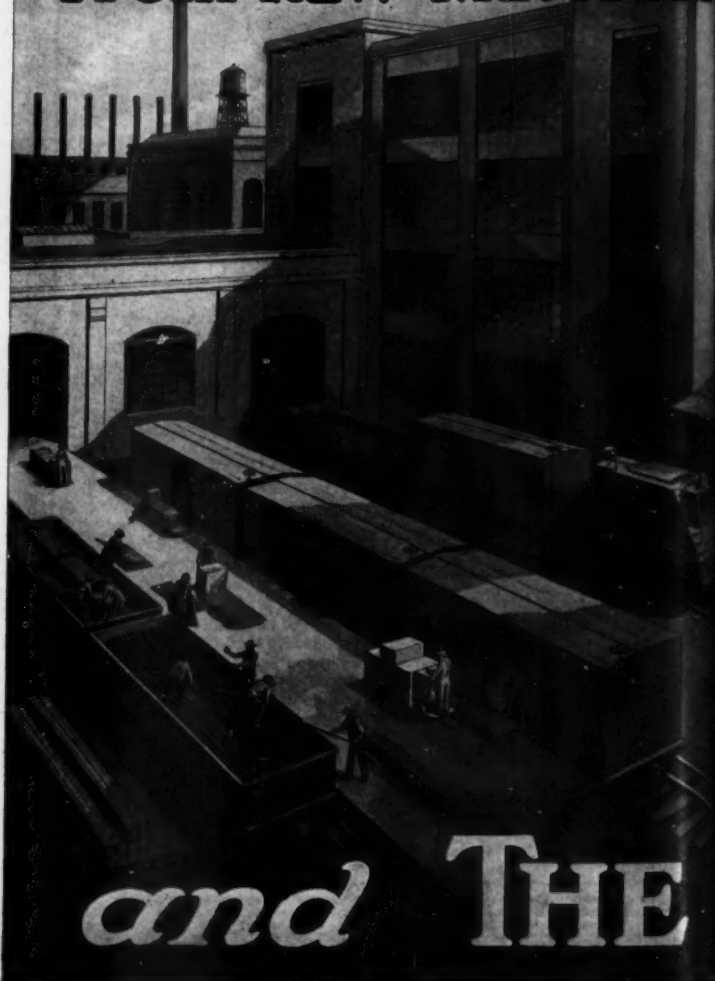
MCJUNKIN ADVERTISING COMPANY

CHICAGO · NEW YORK · CLEVELAND

55 WABASH AVE. 501 - 5TH AVE. NEWS LEADER BUILDING

AUTOMOTIVE

From Raw Material to



and THE

INDUSTRIES

to Finished Product



PRODUCTION Engineers, Purchasing Agents, Machine Shop and Foundry Superintendents, Managers and other important executives of Automotive Manufacturing Plants constantly refer to the advertising pages and market reports of *The Iron Age* for buying information. It is their journal on all staple products, raw and semi-finished materials and plant equipment.

The *Iron Age* offers in its advertising pages the most logical and best medium for reaching the buyers of this and all other metal-working industries.

THE IRON AGE

The World's Greatest Industrial Paper

Charter Member A. B. C. and A. B. P.

239 West 39th Street

NEW YORK CITY

IRON AGE

Newspapers Urged to Support Important Measures

Repeal of Zone Postal Act, Passage of Water Power Bill and Project for Forest Survey Among Measures Urged Upon Members of American Newspaper Publishers' Association

WHILE the Great Powers have been putting their heads together and getting them bumped in summary fashion, a power greater than any of them, partially and temporarily vested in the persons of more than 400 members of the American Newspaper Publishers' Association, has foregathered, settled its real and imaginary disputes, and gone its separate ways, all in less than a week.

The occasion for this amicable conference was the annual convention of the association, held at the Waldorf-Astoria, in New York, April 23-25, and it is merely casual to say that the distinguished journalists in attendance at the sessions rubbed shoulders with one another, broke bread together, exchanged notes on how to run a newspaper, cast long and familiar glances at Prosperity, told uproarious yarns at one another's expense, and all in all set an example in amity and concord that will not be paralleled, we fear, until another year has rolled around and these same gentlemen meet again.

The chief differences which disturbed the congress of publishers were occasioned, so they affirmed, by certain of their servants, notably the Federal Trade Commission and Postmaster-General Burleson. The members of the former were scored for their alleged refusal to grant a rehearing in the matter of prices for newsprint paper. The latter was charged by many of the members—speaking merely as individuals—with the responsibility for almost every national calamity except the Great War.

At the concluding session resolutions were adopted urging Congress at its next session to repeal or suspend for two years the act

of 1917 which increased the rates for carrying newspapers in the mail, and also urging the appointment of a Federal commission to examine into the operations of the Post Office Department that have to do with the transportation of second-class mail matter. The purpose of the investigation would be the equitable assessment of the charges for such service. These resolutions are summarized in more detail elsewhere in this issue.

THE DANGER OF PROSPERITY SHOWN BY PRESIDENT GLASS

In his annual address before the convention, the president of the association, Frank P. Glass, of the *Birmingham News*, called attention to the extraordinary problems forced upon the publishers by the war. "The surprising thing that came out of all these unprecedented trials and conditions," he said, "may be frankly admitted to be an unexampled prosperity among newspapers. The country has absolutely mastered the science of advertising. Everybody appreciates its force and its value, and this appreciation will never pass away. This doubtless is the greatest compensation to newspapers of the country as the result of the war.

"Now," continued Mr. Glass, "you are to face the greatest test, the acid test of prosperity. Clearly, these new conditions and problems must be met with the same faith and vision and steady purpose which you have drilled yourself into in the last few years. Most of us for years have talked glibly of service, but now we have borne the yoke of service as never before. You have found by deep experience that practice of your principles is the best form of preaching service and team work."

Mr. Glass characterized the American Newspaper Publishers' Association as "actually one of the greatest dynamic forces in our country." "Potentially," he said, "this force is inestimable." After reviewing briefly the achievements of the association during the past year as "stimulants to an increase of faith, a vision of resolution to go forward," he urged specifically that the members lend active support to two important undertakings at Washington: the one, the passing of the water-power bill which so narrowly failed at the recent session of Congress; the other, the project put forward by the Forestry Service Bureau of the Department of Agriculture to obtain from Congress an appropriation and authorization to make a complete survey and inventory of the timber resources of the United States. The importance of this latter enterprise he emphasized as promising a definite base for determining future pulp-wood costs.

The report of the News Print Paper Committee, presented by the chairman, Elbert H. Baker, of the Cleveland *Plain Dealer*, and the report of the Special Standing Committee on Labor, brought forward by Henry N. Kellogg, chairman, were the basis for extended discussion by the members of the association. Other reports placed before the convention were those of the Treasurer, the Special Standing Committee of the Bureau of Advertising (summarized in last week's issue), the Postal Committee, the Advertising Agents Committee and the Committee on Cost Systems.

NEWSPRINT CONDITIONS

The newsprint paper situation, over which for many months a sharp battle has been in progress between the manufacturer and the consumer (the newspaper publisher), and in the attempted settlement of which the Federal Trade Commission has met with the usual fate of the price-fixer, was one of the chief problems to occupy the attention of the association during its early sessions.

The Federal Trade Commission,

the publishers contend, fixed the prices on the basis of winter conditions and costs during the few months immediately preceding the hearing. The agreement then made, it is held, provided that either the manufacturers or the consumers might have the privilege of a rehearing for adducing additional evidence tending to prove either increased or decreased cost of manufacture. The Federal Trade Commission, however, now that the publishers have applied for opportunity to demonstrate the lower cost of production, and consequent justification for reduced prices for the summer months, has declined to hear further evidence on the ground that it has at its disposal no more funds for that purpose.

Following a long discussion of the subject, the sentiment of the convention favored continuing the fight to the end, and it was resolved to raise whatever moneys might be necessary for pressing the cause of the publishers to a successful conclusion.

PROFIT-SHARING RECOMMENDED

The report of the Special Standing Committee on Labor took up in detail the labor troubles of the past year, involving nineteen strikes in newspaper offices in fourteen cities of the United States, besides two general strikes. The dangers of the spread of radicalism were emphasized to the members and were made vivid by the citing of many disturbing facts. In conclusion it was urged that members of the association lose no opportunity both privately and publicly to call attention to the danger and fallacy of the radical theories and in every possible way assist conservative officers and members of labor unions to maintain their supremacy. Profit-sharing was recommended as a means to help stabilize conditions, and it was further recommended as of vital importance that all questions raised by officers or members of local unions be given prompt attention and in instances where any unfairness had prevailed remedies be promptly applied.

The Livest Industry's Leading Magazine



Have YOU seen May MoToR? Better ask for a copy now—you'll enjoy reading it as much as thousands of other car-owners who read MoToR regularly.

The newsstand orders for May MoToR show an increase of 16% over April.

This in the face of an advanced price—*MoToR becomes thirty-five cents per copy with the May number.*

The motoring enthusiast pays more for MoToR because he recognizes it as a most valuable automobile publication.

Because he wants the best he buys MoToR, and for the same reason he willingly pays more for it than any other motoring publication he might buy.

A like sentiment exists when MoToR's readers buy motor cars, motor trucks or accessories.

They buy intelligently, are sticklers for quality, *and they do not quibble about price.*

MoToR's dealer influence is exercised among the men who sell to these more enthusiastic and discriminating motorists.

It is significant that MoToR for May is the *largest edition in the history of the magazine.*

Watch MoToR grow!

MoToR sells more copies per issue on the newsstands than all the other automobile publications combined.

MOTOR

The National Magazine of Motoring

New York—119 West 40th Street
Detroit—1408 Kresge Building
Chicago—326 West Madison Street





BASIC BOND

Test No. 1—*With the Eyes*

YOUR first glance at BASIC BOND will discover a degree of dignity, impressiveness and beauty unexpected in a paper of this class. Hold it up to the light. Its uniformity, its splendid texture and even grain, its complete freedom from "wildness" and its truly remarkable color value disclose the significance of the water-mark.

The purity of white BASIC BOND is equaled only by the brilliancy, clearness and uniformity of the seven tints that make up the BASIC BOND stock.

The better looks of BASIC BOND extend all the way to the package. Every ream is put up in a strong, neat, symmetrical wrapper securely sealed and attractively labeled. Whether delivered in bundles or in cases, the individual packages arrive in perfect condition.



THE WHITAKER PAPER CO. CINCINNATI, OHIO

BALTIMORE, MD.
BOSTON, MASS.
CHICAGO, ILL.
DETROIT, MICH.

BIRMINGHAM, ALA.
ATLANTA, GA.
RICHMOND, VA.
NEW YORK, N. Y.

DENVER, COL., (Peters Paper Co. Division)
INDIANAPOLIS, (Indiana Paper Co. Division)

Branch Offices in all principal cities



Among the many topics recommended for discussion in the convention, the following were grouped under the head of "Advertising":

1. Should newspapers refuse service to advertising agents, when it is known that magazines, billboards and other mediums make it much more easy to do business with agents than newspapers do?

2. Are there not legitimate means of co-operation, such as trade investigations, securing window displays, the use of letters and personal influence with jobbers and dealers that is perfectly proper for newspapers to extend to agents and advertisers? Isn't it generally recognized that magazines do much more in the way of co-operation than newspapers? Isn't it especially admissible that competing mediums are better salesmen of their product than are newspapers?

3. Co-operation between newspapers and advertisers or agents. Of what may it properly consist? What are its limitations from the publishers' viewpoint?

4. The elimination of combinations of local and foreign advertising orders, or soliciting contracts involving split charges for one advertisement. The objectionable features are: 1. The agency agrees to the payment of one-half the bill providing the newspaper obtains approval from the local dealer for the payment of the other half. This involves two advertising rates and two charges. 2. Through the local dealer not having a contract, his agreement being obtained by the newspaper direct, an agency sometimes claims that it should have a commission on the entire charge for the advertising instead of upon the half placed by the agency's order. 3. When contracts are partially completed under this plan, through delinquencies on the part of the local dealer, the collection of short rates is difficult.

5. Is it not advisable for publishers to insist on automobile business, which is usually placed on a 50-50 basis, being placed with them either as local or as foreign business in each case?

6. Is there not a demand for a standard system of advertising accounting for newspapers and advertising agents?

7. If publishers send out letters for advertisers or agents, how should the expense be borne or divided? What is the general practice in such matters?

8. Should not the over-revision of proofs which is equivalent to a cut of rate be discouraged?

9. Fake financial advertising. What members, if any, do not use discrimination in accepting advertising for their financial or other columns?

10. Should not the price of state, county and town legals be advanced? What plan could be adopted to secure legislation favorable to that end?

11. The American Association of Advertising Agents desires to put into operation a uniform commission of 15 per cent plus cash discount. Should that be adopted or should the rate be standardized at 10 per cent with cash commission of 2 per cent on ten-day payment?

12. Should commission be allowed only to bona-fide agencies, that is those engaged in the promotion of general advertising, or should it also be allowed to advertising departments of advertisers, or to fictitious agencies operated by advertisers?

13. Should this Association collaborate with the American Association of Advertising Agents in formulating a standard contract blank for advertising, which would tend to eliminate unfair and objectionable clauses now being used by some agencies, and also very much reduce the work of the office?

14. How many newspapers charge a different rate for foreign and for local business? Do those using it recommend its adoption by other publishers?

15. Is the standard rate card adopted by the American Association of Advertising Agents worthy of adoption by all publishers?

16. What newspapers guarantee circulation in advertising contracts with the result that they are called upon for rebate should circulation not equal the guarantee, yet are not paid for circulation in excess of the guarantee? Is it not a poor rule that does not work both ways?

17. What is the ratio of advertising rates to circulation?

18. Should the A. N. P. A. furnish to its members the service now supplied to newspaper members of the A. B. C., thus making it unnecessary for A. N. P. A. members to belong to the A. B. C.?

19. Why should newspapers be required to maintain the A. B. C.?

At the annual election, following the concluding session of the convention, the following officers were re-elected for the ensuing year: Frank P. Glass, *Birmingham News*, president; George A. McAneny, *New York Times*, vice-president; John Stewart Bryan, *Richmond News-Leader*, secretary; Edward P. Call, *New York Journal of Commerce*, treasurer; members of the board of directors—Elbert H. Baker, *Cleveland Plain Dealer*; Hilton U. Brown, *Indianapolis News*; T. P. Williams, *Pittsburgh Press*; and J. E. Atkinson, *Toronto Star*.

D. D. Moore, *New Orleans Times-Picayune*; H. L. Rogers, *Chicago Daily News*; Charles H. Taylor, Jr., *Boston Globe*; and Harry Chandler, *Los Angeles Times*, whose terms do not expire until next year, complete the board of directors.

* * *

Over 500 publishers, editors and advertising men were brought together at the annual luncheon of the Advertising Bureau of the

American Newspaper Publishers' Association, Wednesday, April 23, at the Waldorf-Astoria, and in countenance and conversation they reflected unmistakably their deep satisfaction in the war-time achievements of newspaper advertising and their unbounded enthusiasm for its future.

Fleming Newbold, of the Washington *Star*, was toastmaster of the luncheon. The speakers were: James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies; Gerrit Fort, assistant director of the United States Railroad Administration; William A. Thomson, director of the Bureau of Advertising; W. A. McDermid, president of the Association of National Advertisers; and Captain Paul Perigord, of the French Army.

Declaring advertising to be "the best dynamic force in our national progress," James O'Shaughnessy placed the American Association of Advertising Agencies emphatically on record as an organization in entire harmony with the advertising ideals of the publishers and an organization engaged with them in co-operative effort toward a common goal, the intelligent application of this dynamic force toward the building of our commercial and social well-being. Specifically he mentioned the standard rate card which the association has prepared with a view to facilitating the sale of space in the several publications, and the standard order blank which it is now perfecting. "Advertising is a gigantic factor in the world's progress today," concluded Mr. O'Shaughnessy. "It needs all the good brains it can enlist."

GERRIT FORT ON RAILROAD ADVERTISING

The recent decision of the Railroad Administration to engage in a newspaper advertising campaign for the purpose of stimulating travel to our national parks and other health and pleasure resorts was the theme of Gerrit Fort's address. Said Mr. Fort: "I have

heard the present campaign termed an experiment. Backed by the influence which you gentlemen can exert, it will be no experiment, but an enduring institution, profitable alike to all concerned—to the publishers, to the railroads, to those whose business it is to serve the tourist, and, most of all, to the American people, who will thus learn to know and love their own country. Let us all get on this job and sell America to Americans."

William A. Thomson reviewed the work of the Advertising Bureau during the past year, urged upon the members the fact that national advertisers to-day are thinking in terms of markets rather than in terms of general publicity, and in particular laid stress upon the importance of continuing and extending the trade surveys that have been conducted by the Advertising Bureau, as a means for informing manufacturers about the conditions surrounding the sale of products like their own in various parts of the country, and helping them to see their merchandising opportunities city by city.

The address of Mr. McDermid is reprinted at length elsewhere in this issue of PRINTERS' INK.

The last to speak at the luncheon was Captain Perigord; and, moved by his stirring eloquence, the audience time and again paid the tribute of spontaneous and prolonged applause. His faith in America, his glowing optimism, and the spiritual elevation of his discourse, made his brief address on "What France Expects of America"—this the expressed opinion of many of his hearers—as fine and altogether splendid an appeal as has ever been voiced from the speakers' platform of the Grand Ballroom of the Waldorf.

THE CONVENTION DINNER THE EVENT OF THE WEEK

The climax of the convention of the Newspaper Publishers' Association was reached with the annual dinner, Thursday evening, when nearly five hundred members gathered in the Ballroom to do honor to their distinguished

guests—and, as journalists will, to swap old jokes and make merry. Hon. Franklin K. Lane, Secretary of the Interior, was the principal speaker. The other speakers were Governor Henry J. Allen, of Kansas; Augustus Thomas, the playwright, and Marcel Knecht, of the French High Commission to the United States.

Behind the speakers' table were grouped the entwined flags of Great Britain, France and the United States, with a single Canadian flag in the centre beneath three large American emblems. Secretary Lane was born in Canada, and the Canadian flag was in his honor.

LAND FOR RETURNING SOLDIERS

Secretary Lane was applauded vigorously when he appealed to the publishers to support his plan for the reclamation of waste land to provide farms for returning soldiers, to which **PRINTERS' INK** has hitherto given considerable space.

"It has been the traditional policy of the United States," he said, "to give land to our victorious soldiers. Now our public lands are exhausted. Why should we not expand and make a new domain? There are 215,000,000 acres of unused land which could be made productive," he said, and he answered the objection that soldiers are not anxious to own and work farms by asserting that he already had received 37,000 letters from soldiers "asking for a chance to go on the Government settlements and earn a farm."

The soldiers, he declared, should be encouraged to go into reclamation work, receiving a salary for their activities in reclaiming land, and then should be given an opportunity to buy the land and "pay for it in 40 years."

Governor Allen, who recently returned from France, urged the "demobilization of all those national regulative things we do not need any more," and warmly endorsed Secretary Lane's programme to provide land for soldiers.

"We must not let the spread of

Bolshevism affect this country," he said. "We need never fear Bolshevism as that is known in some countries; but if we would avoid social unrest here we must plant the man on the soil as they do in France. A man may not rally around a boarding house, but he will rally around his home.

"In France," said Governor Allen, "I saw German socialism break three times, and each time it broke against the land, for in France 90 per cent of those who till the land own the land they till."

In a brilliant exposition of the prohibition "calamity," Augustus Thomas threw new light upon the miracle at Cana by translating firkins into pints. By this simple process he adduced the fact that the miracle in question—which, by the way, he completely approved of—would be adequate to provide about five pints of first-class wine for everyone present.

A MESSAGE FROM FRANCE

The last speaker, Marcel Knecht, brought his hearers to their feet by this stirring appeal to America:

"Support us," he said, "as we would support you—to the end. For without you there would be no France to-day, and without France there would be no America. Never forget that across the Rhine there still lies a sullen enemy which seeks to divide us."

During the afternoon session the following message was cabled to President Wilson in Paris:

"The membership of the American Newspaper Publishers' Association in convention assembled sends greetings and wishes you to know that the press of the country, mindful of its national responsibility, is solidly behind the Victory Liberty Loan Bond sale which is the happy liability of a people joyous in victory."

John Stewart Bryan, of the *Richmond News-Leader*, was the toastmaster, and at the guests' table with Secretary Lane, Governor Allen, Mr. Thomas and Mr. Knecht were Governor Walter E. Edge of New Jersey, Frank P. Glass, the president of the Ameri-

can Newspaper Publishers' Association; Dr. Talcott Williams, Senator Arthur Capper of Kansas, George McAneny, Charles R. Miller, Frank B. Noyes, president of the Associated Press; H. F. Gunnison, Dr. Henry E. Cobb, W. W. Hawkins, Robert McLean, Sr., Hopewell L. Rogers, Louis J. Wortham, Melville E. Stone, D. D. Moore, John M. Imrie, Elbert H. Baker, J. E. Atkinson, H. L. Bridgman, T. R. Williams, Harry Chandler, and Gregorio Nieva.

Canada Finds a Market in the United States

FOR more than a year a combination of Canadian newspapers of the principal cities from coast to coast have been conducting an advertising campaign on behalf of Canada in a number of eminent American journals. Indirectly, of course, the Canadian newspapers sought to attract advertising patronage, which is the lifeblood of the publishing business, but in a general way the advertising copy talked up Canada as a nation, and gave some attention to the importance we have assumed as a buying power, and as a location for American industries.

Well prepared advertisements, graphically written and illustrated, were furnished by one of Canada's best advertising agencies, and the newspapers went into the "club" in all the leading cities. Both local papers were in the campaign, and it is gratifying to know that the expenditure has brought results. It proves that Canada can sell its goods in the American market. The newspapers had advertising space to sell. They believe in advertising. They picked the best mediums for reaching those who use advertising space. And they sold the space in greater quantity than they had expected.

We are glad to say the newspapers have given a lead to the rest of the country, in this instance. They have blazed the

trail for selling many things Canadian in the American market. They have realized that those 100,000,000 people across the line are ready to buy from Canadians. He who runs may read: The lesson is there to be read by all to whom the idea may be applied.

For instance, all of the municipalities in Western Ontario are after American industries. We are fighting for them with local organizations and local industrial commissioners. We are getting them by means of disconnected, individual effort. There is no team work about it, but rather the reverse. Perhaps our methods drive away a good many industries. Perhaps we do not go after the kind that are peculiarly suited to different localities.

What is to hinder a number of Canadian municipalities, such as Hamilton, London, Brantford, Woodstock, Ingersoll, Chatham, Sarnia, Guelph, Gault, and a dozen others, from banding together for a big drive to put our country over? Co-operative effort would get more for all, and be a stronger campaign, just as the campaign of twenty newspapers for Canada was a much stronger effort than the campaign conducted by one newspaper could have been.

We have got to advertise Canada. We have to give the people to whom we wish to sell a picture of our field and an impulse to come over with their factories and help to develop with the country. The manufacturer who never tries to sell his goods excepting in his own, high tariff country, may learn something from, the newspapers which jumped the fence and got some of the legitimate fruit in the neighboring orchard. — London, Ont., *Advertiser*.

T. P. A. Monthly Meeting, May 8

At the next monthly meeting of the Technical Publicity Association of New York, to be held on May 8, the speakers will be Frank Alvah Parsons and Gilbert P. Farrar. Mr. Parsons' talk will be on "Art and Design in Technical Copy." Mr. Farrar will speak on "Typography of Advertisements that Pay."

Type Faces That Print Clean on Newspaper Stock

Some Points to Keep in Mind

By Gilbert P. Farrar

“WHY do some type-faces fill up and smudge in newspapers?”

I wonder if the average advertiser man has any idea of how many answers there are to that question.

Not long ago I overheard a man raising a rumpus with a newspaper solicitor because the newspaper would not use five-point type to set his copy. This man thought it was strange that newspapers did not have five-point type when the magazines had it.

I took the liberty of informing this man that it was a very good thing for his advertising that the newspapers did not, or would not, use five-point type. Every five-point type that I have ever seen will fill up when used in a newspaper.

So, reason one in answer to the question of why type faces fill up is that the type used is too small.

Right away you say, “Yes, but look at the type used for the news columns. Most of it is seven-point and it prints without filling up.” Right you are. But did you ever examine the seven-point?

Just look at the design of the lower-case “e” and “a” in these seven-point news columns type faces. They are well opened up.

If you use eight-point Caslon Old Style in this same newspaper you will find that it will fill up and look spotty, while the seven-point of the news columns face will print clear.

The answer is in the design of the face.

Therefore choose an open face letter, especially when you must use a small size to get all the copy in the space allowed.

Caslon Old Style is a nice clean face when used on super or coated

True Economy!

YOUR dentifrice bill is a small item in your household expense. But perhaps you can cut that down!

ALBODON DENTAL CREAM never costs more than 25c. As it is concentrated and free from “fillers,” a tube used twice a day will last five or six weeks. There’s true economy.

If you are now paying much more than that for your dentifrice, the difference is probably for a plausible but unproven dental theory. Perhaps for just a “good argument!”

Is it worth it?



**ALBODON
DENTAL CREAM**

Send for a **FREE
SAMPLE**

If you have never used Albodon and would like to try it before buying a regular 25 cent tube of your dealer, send your name and address for a free sample. A post card will do.

At any
Dealer

25c
a tube

Brush Your Teeth
RIGHT

Most gum trouble is due to brushing the teeth against the gums. Every tube of Albodon has a booklet written by a well-known dental expert, telling the right way and giving other valuable advice.

THE ALBODON CO., DEPT. 600, 7 W. 45TH ST., NEW YORK

THIS TYPE DOES NOT FILL UP EASILY IN NEWSPAPER ADVERTISING

stock, but even the twelve-point will fill up in spots when used on news stock.

A number of advertisers make the mistake of using the same type faces for newspaper copy as for the magazine copy. They get a thin letter for the magazine copy and the finished result looks fine, but the same thin letter in a news-

paper often looks bad. What they really want is the same effect.

If the Albodor advertisement shown on page 81 were for a magazine I would much prefer Caslon Old Style with Caslon Bold for display lines. Considering the size of type to be used (ten- and six-point) in order to take care of all the copy, the Caslon series would have made a smudge.

Notice that the ten-point does not fill up. It is Scotch Roman. The display lines are Bodoni Bold,

point and use an irregular design type face, you are on the road to answering your filling-up problems.

Instead of Caslon Old Style use the Goudy Old Style. You will find that you can get more words of an equal size in a given line than you can with the Caslon Old Style.

The idea to work on is that filling up causes irregularity of tone. Therefore the irregularity caused by any possible filling up is not so pronounced when the type face used is irregular.

As far as general effect is concerned the Cloister Bold heading Goudy Old Style used with the body type used in the Victrola example is just as strong as Caslon Bold and Caslon Old Style would be, and any irregularity from mashed letters or filled-up letters only serves to give a more pronounced hand-lettered effect.

The Bodoni and Caslon faces have severe points.

They are stiff and conservative. When the end of a letter gathers too much ink the spot that it makes is very noticeable and mars the general appearance.

There is more freedom and irregularity to the Cloister, the Goudy or the Packard, and when a fill-up or a smash occurs on these faces it really accentuates this element of irregularity.

I once thought that Bookman type would not fill up. I have found that ten-point Bookman will fill up more quickly than even ten-point Caslon. And almost any bold face ten-point or smaller will fill up.

Many advertising men think that bold type will not fill up as easily as light type. It will fill up more easily, as a matter of fact.

If it hasn't this trademark, it isn't a Victrola

You can readily identify the Victrola by the famous Victor trademark "His Master's Voice." It is not a Victrola without the Victor dog. This trademark is on every Victrola. It guarantees the quality and protects you from inferior substitutes.

The word "Victrola" is also a registered trademark of the Victor Talking Machine Company. It is derived from the word "Victor" and designates the products of the Victor Company only.

As applied to sound-reproducing instruments, "Victrola" refers only to the instruments made by the Victor Company—the choice of the world's greatest artists.

Look inside the lid—inset upon seeing the famous Victor trademarks. On the portable stylet which have no lid, the Victor trademark appears on the side of the cabinet.

Victor Talking Machine Co., Camden, N. J.

ANOTHER EXAMPLE OF ADVERTISING TYPOGRAPHY THAT PRINTS
WELL IN THE NEWSPAPERS

there being no Scotch Roman Bold made.

There is a possibility of the six-point Scotch Roman filling up, but the advertisement shown here is the only one in the series where it was necessary. All others in the series were of a size that allowed the use of eight-point for this matter.

Other faces that give the same effect as Caslon Old Style and yet print clear in practically any newspaper are: Old Style No. 15 (on the Monotype), a similar old style on the Linotype, Century School Book, and Venetian. These types are all of the clean-cut, simple and refined design. They are for practical, matter-of-fact stories that do not want to be embellished.

But wherever you can stretch a

Some good rules to avoid fill-ups and smudges are:

Don't have the type size too small. A fewer number of words that can be read will be more profitable than a greater number of words that are smudgy and hard to read.

When selecting a type face for the body of an advertisement it is not nearly so important to watch your "p's" and "q's" as it is to make sure that the lower case "e's" and "a's" are open enough to keep from filling up. It isn't because the letters fill up when printing. They fill up after they are printed. The oil in cheap ink always runs. That's why the general effect of light face type is darker in a newspaper than in a magazine. When the cross-bar of the "e" is high and close to the top of the letter, the oil in the ink runs and meets, making a spot. Too many such spots make the copy hard to read.

Don't make too many stereotypes from any one mat. The mat gets shallow and even large letters fill up. You have seen cases where there was a band of smudge when white space was intended. That was due to a shallow mat.

Of course it's more expensive, but when you must use much copy in small space—necessitating small type—send electros to the newspapers. This will help to avoid filling up. When you make a mat from a master plate, the newspaper makes a stereo from this and puts the stereo in the form and then makes a curved stereo from the whole form. The depth of the final printing stereo is a great deal less than your electrotype master-plate and—lots of things are liable to happen. To use an electrotype instead of a mat, with small type, is like buying insurance.

Use irregular type faces for newspaper advertising whenever you can. In fact, anything a bit irregular in a newspaper is interesting where everything is so square and regular.

Captain Louis Graham, has received his discharge from the Engineers Corps and is again associated with the Philip Kobbe Company, Inc., advertising agency, New York.

A Letter That Produced 42 Per Cent Returns

A Touch of Real Literature Works
Well in an Overcrowded Field
—A Charity Appeal With a New
Ring Succeeds in Getting Im-
mediate Response from Jaded
Givers

IF there is any field more overcrowded at the present time than the charity field it isn't evident. Each mail brings its string of requests for every conceivable kind of worthy endeavor. When one letter sent out into an overcrowded field can produce 42 per cent cash returns it merits attention from every man who writes letters.

The following letter was sent to 150 members of the West Side Club, of New York. Each man was asked for a one-dollar subscription. Sixty-three responded. Thirty-six sent one dollar, nine sent two dollars, and so on up to the maximum of ten dollars sent by two members. A total of \$152 or an average of \$2.41. Of the sixty-three responses fifty per cent were immediate, forty per cent within the second twenty-four hours, and ten per cent after that.

What was it that made the man reach down in his pocket for the hard-earned dollar? Was it the "half-dead geranium on the window-sill," the request to give gratefully or not at all? Perhaps all letters would be better with a little more real literature—some of the things that get under the reader's skin. Anyway here is the letter:

THIS NOTE IS BEING SENT TO THE
WEST SIDE CLUB LIST.
SOME WILL NOT. SOME WILL.
AT THE BEST TOO FEW.

Yesterday morning one of your attendants at the club—Howard Hopkins, the colored "boy" (aged 64) in the billiard room, dropped dead at his home, getting ready to go to work. "Heart," they said. Conditions in the home were not ideal. Bare walls, bare floors, poverty, a half-dead geranium on the

narrow sill getting a slant of sunlight and—over in the shadows a dead nigger lacking his fare over the Styx.

For a while the wife sat and wept. The half-grown boy, too young to earn, so too lucky to "understand," but not too young to eat, stirred about dully for a while and then went to getting his breakfast.

The family "bank roll" amounted to eight dollars and sixty cents.

The widow's weeping soon gave place to wondering. Finally she scurried down the gloomy stairs out into the morning sunlight, avoiding the noisy groups of children and babies on the block, and proceeded to a half-hour's grewsome shopping.

It has been a fat season for the undertakers on "the avenue" and poor "cases" receive little attention. A black woman with \$8.60 cash and a freshly dead husband to bury is given scant courtesy. The money the carrion collectors demanded was as much beyond her comprehension as beyond her means.

When the distracted widow returned, the kindly faced young cop looked as if he would like to solve personally the puzzle he put to her "Well, what her gonna do?" But cops have no money.

I propose to soften the woman's immediate horror. After that she'll get along somehow—they always do.

If you are willing to divert for a little the golden stream of your charities from the outraged Armenian, the noble Belgian or the ruined villages of France to a point several thousand miles nearer your home and heart, I'm giving you that opportunity. Put a dollar in this envelope and send to me—just for the soothing glow it will spread over your heart. It is not officially a club matter; it's just between us—and the gods of kindly deeds.

The money will be wisely expended for the woman and the child.

A Liberty Bond is a wonderful thing with which to stuff up the

chinks and crannies against the winds of poverty. But that is a matter of *here*. This dollar of yours does you even greater service; it's a matter of *hereafter*.

It's a sort of soul-fixer. And most of us have the sort that can stand a bit of repairing.

This is not an "appeal"; it is merely the relation of an incident. If you cannot give *gratefully*, don't give at all. The work will be done.

Very truly yours,
(signed) B. W. BUNKER,
a member of the Club.

Death of "J. T. M."

James T. Murphy-Moore died suddenly Wednesday evening, April 23. His death was due to heart disease. He was forty-two years of age.

Mr. Murphy-Moore wrote many articles for **PRINTERS' INK** under the initials "J. T. M." His articles on German business methods attracted wide attention and won a reputation for him as being a real authority on the subject. He also wrote extensively on financial matters. His articles on this topic appeared in a number of publications.

For years Mr. Murphy-Moore was connected with the Foreign Department of the United Shoe Machinery Company, representing the organization in Europe. At one time he published a newspaper in Rome, Italy. When the war broke out, he was doing confidential work abroad for a large American corporation. At one time he was Sunday editor of the *New York Herald*.

Mr. Murphy-Moore had just completed a book entitled "American Business in World's Market," which is to be published May 10 by Doran & Co.

G. H. Buchwald Promoted by Glidden Co.

George H. Buchwald has been made advertising manager of the Glidden Company, Cleveland, succeeding C. L. Reely. Mr. Buchwald has been in the advertising department of this company for the past year.

Mr. Reely is now advertising manager of the Oldfield Tire Company, of the same city.

Lieut. Duckstein, With D.S.C., Back With Picard

Lieutenant A. W. Duckstein, of the United States Air Service, formerly associated with Picard & Company, Inc., advertising agents, New York City, has received his discharge and is again associated with the above agency.

Lieutenant Duckstein is a winner of the Distinguished Service Cross.

BARTLETT'S CO. 610 ACRE
Foldwell TRADE MARK
24 Years Folded and Never a Break

Shown herewith is a broadside folder that was printed six years ago. It has been in our sample files all that time—often taken out and displayed when a demonstration of Foldwell was being made. *It has stood the test of years with never a break or crack.*

Foldwell withstands tests of this kind—not only lasting for years, but being subjected to continued folding—because it is the strongest and best enamel paper stock that we have ever known. No wonder Foldwell is constantly referred to as *Direct Mail Insurance*.

Very probably the reason that research and historical societies are insisting on Foldwell for their records is because of its *enduring quality*. The truth is Foldwell does not dry out with age, but becomes even more pliable—and, it never changes color.

FREE—Let us send you a copy of our book—"Putting the Sales Story Across." A card will bring it.

Chicago Paper Co.
 830 Wells St. - Chicago, Ill.

Fuller & Smith

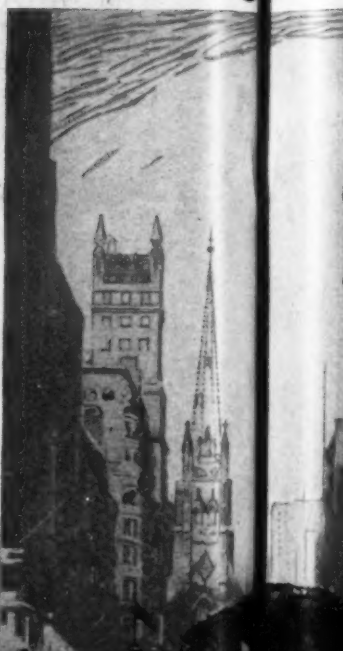
Advertising -

Besides

Burroughs
Adding - Bookkeeping - Calculating Machines

the clients
 of Fuller & Smith are:

- The Aluminum Castings Company,
 "Lynite" and "Lynux" Castings.
- The American Multigraph Sales Company,
 The "Multigraph."
- The Austin Company,
 Standard and Special Factory-Buildings.
- The Beaver Board Companies,
 "Beaver Board."
- The Beaver Manufacturing Company,
 Beaver Kerosene Tractor Engines.
- Borton & Borton, Investment Securities.
- The Bourne-Fuller Co., Iron and Steel Jobbers.
- The Central Brass Manufacturing Company,
 "Quick-pressure" Faucets.
- The Cleveland and Buffalo Transit Company,
 Lake Steamship Lines.
- The Cleveland Osborn Mfg. Company,
 Moulding Machines and Foundry Supplies.
- The Cleveland Provision Company
 "Wiltshire" Meat Products.
- The Glidden Company,
 Varnishes and "Jap-a-lac" Household Finishes.
- Ivanhoe-Regent Works of General Electric Co.,
 "Ivanhoe" Metal Reflectors and Illuminating
 Glassware.
- Landon School of Illustrating and Cartooning,
 Correspondence School.
- National Lamp Works of General Electric Co.,
 Mazda Lamps.



Smith

- Cleveland



R. D. Nuttall Company, Tractor Gears.
 The Peck, Stow & Wilcox Company,
 Pecko Mechanics' Hand Tools; Tinsmiths'
 Tools and Machines; Builders' Hardware.
 Pittsburgh Gage and Supply Company,
 "Gainaday" Electric Washing Machines;
 "Gainaday" Electric Cleaners.
 H. H. Robertson Company,
 Asbestos Protected Metal, Gypsum Roofing,
 Road Material, etc.
 The M. T. Silver Company,
 "Silver Style" Women's Suits and Coats.
 Hotels Statler Company, Inc.
 Operating Hotels Statler, Buffalo, Cleveland,
 Detroit and St. Louis, and Hotel Pennsyl-
 vania, New York City.
 J. Stevens Arms Company, Firearms.
 John R. Thompson Company,
 Restaurants in 38 cities in the United States
 and Canada.
 The Timken-Detroit Axle Company,
 Front and Rear Axles for Motor Vehicles.
 The Timken Roller Bearing Company,
 Roller Bearings.
 University School, College Preparatory School.
 The Upon Nut Company,
 Manufacturers of Iron and Steel Products.
 The Westcott Motor Car Co., Passenger Cars.
 Westinghouse Electric and Manufacturing Co.,
 Central Station, Railway and Power Plant
 Equipment, Motors, Fans, Heating Devices,
 Automobile Starting, Lighting and Ignition
 Equipment.
 Willard Storage Battery Co., Storage Batteries.





"DOWN EAST" SARDINE BOATS

POWER BOATING

and

The American Sardine Industry

A dozen large sardine factories are in operation at Eastport, Me., from April 15 to December 1—it is the home of the American sardine industry. Some 50 other factories are scattered along the coast, and nearly two billion cans of sardines are packed and shipped every year.

Hundreds of power boats are engaged in this industry. Our picture shows two typical sardine boats. The one on the left carries packed sardines to shipping stations, propelled by a 36 HP. gasoline engine. The one on the right brings the fish from the weirs to the packing houses, and is equipped with a 60 HP. crude oil engine.

Boat and engine talk is about all one hears around the Eastport waterfront, and POWER BOATING is referred to frequently to keep in touch with the latest developments in the way of equipment.

Let us tell you about our circulation among the boats that work.

Member Audit Bureau of Circulations and Associated Business Papers.

Published Monthly by

The Penton Publishing Company

Penton Building, Cleveland

Power Boating
The Foundry

The Marine Review

The Iron Trade Review

The Daily Iron Trade and Metal Market Report

Havana Stores Not Far Behind New York's

Carry Up-to-Date Stocks of Advertised Brands, and Ask Stiff Prices Without Blushing

Plate-glass windows, modern fixtures, stylish equipment and merchandise of a character equal to any store off Fifth Avenue are to be found in Havana, Santiago and other large Cuban cities, according to Frank A. Arnold, manager of the foreign department of Frank Seaman, Inc., recently returned from a business investigation to Cuba.

Advertised brands such as Arrow collars, Colgate soaps and toilet preparations, Community Silver, Kodaks, Shur-On, Regal and Walk-Over shoes and Society brand clothes can be purchased without difficulty. Stetson hats are sold in even such little towns as Camaguey—and Dromedary dates are vended at the street corners.

In the shoe stores, stocks are temptingly exhibited with shelving running to the ceiling and boxes neatly arranged. One store in Havana carries a stock of men's, women's and children's shoes valued at \$140,000—with retail prices ranging from five dollars to eighteen. Prices are higher, due to heavy import customs duty and loss by theft en route. Shoes selling in the United States at five dollars a pair sell in Cuba for from eight to nine.

Retail prices of other merchandise are correspondingly steeper than at home—white flannel trousers selling at \$15, cotton fabrics forty cents a yard instead of perhaps twenty-five, and flour at thirty cents a pound. Other merchandise costs up to 75 per cent higher. Cuba imports practically everything she uses except tobacco and sugar, and revenue is raised almost wholly by import taxation. Yet, in spite of high prices, the island is enjoying a period of unprecedented prosperity.

Jewelry stores display magnificent stocks of precious gems to charm the eye of the wife of the wealthy sugar grower, who, when

she turns to her milliner, can obtain the choicest importations from America and Europe, that would do credit to any New York "exclusive" shop. The Cuban drug-gist holds more closely to the legitimate business of the chemist, but the American type of drug store is becoming popular without the tendency, however, to add so many shopping side lines. Typewriter stores where one can purchase a Corona or a Remington are to be seen side by side with the modern office-furniture emporium. One store in Havana is a collection of specialty shops selling imported confectionery, rare oriental rugs, neckties selling from \$2.50 to \$4, laces, perfumes up to \$25 a bottle—the most exclusive and expensive wares of all kinds nicely departmentalized. Heavy stocks are carried, owing to customs' delays.

AUTOMOBILES SHOW BUYING POWER

There are said to be more automobiles in Havana in proportion to the population than in any other city in the world. The total is slightly in excess of 20,000, among which number are to be found 7,000 Fords. Five thousand of these Fords are owned by taxi companies, who rent them to independent drivers at \$3 per day, and they buzz around as busy as bees—even with gasoline selling at fifty cents a gallon. Mr. Arnold reports that during his stay in Havana he saw more Packards, Stutz and Pierce-Arrows than he had ever seen before in his life.

"The Cuban likes American merchandise," he said, "although he buys often for different reasons from the folks at home. When he looks at a new car he is more interested in the color of the paint, the shine of the varnish and the contorted scramble of the monogram than the mechanics. You can't talk to him about magnetos,

cranks and spark plugs, and if you lift up the hood he will be bored to death. He takes it for granted that what's inside is all right.

"This interest in externals manifests itself also in the choice of other merchandise, and suggests the appeal to be made in advertising copy. The Cuban likes things that make a sense appeal—if you are selling toilet articles, talk of the perfume, and in describing foods discourse glowingly upon the zestful taste rather than the ingredients."

Cuba is so close at hand that there is no excuse for the American exporter professing ignorance of conditions. All he has to do is to hop on board a boat and spend a few delightful days on the water. Cuba likes American merchandise, but there are two stumbling blocks to trade—one the absence of a parcel post, and the other the fact that no manufacturer is permitted to ship samples aggregating a total value of more than \$500. If he does they are promptly confiscated. Thus it is impossible for a shoe man, for instance, to take with him a complete line of merchandise, owing to this queer customs regulation.

During a conversation with Mr. Arnold, Colonel Hernandez, the Cuban postmaster-general, remarked that "anyone who could do anything to facilitate parcel post with Cuba would render the business interests the greatest service imaginable." At present a person wishing to mail an overcoat from Philadelphia must cut it in two—and a pair of boots must go in two packages.

O. Schwarz With Ostenrieder

O. Schwarz has been added to the promotion department of the Ostenrieder Advertising Corporation, Chicago. He formerly held a similar position with the Holsom Products Company, in that city.

Tycos Appoints Hanff-Metzger

The advertising account of the Taylor Instrument Companies, Rochester, N. Y., makers of "Tycos" products, has been secured by Hanff-Metzger, Inc., of New York.

Work to Strengthen Worth of Advertising

Agencies and Newspapers Drawing Together—Wm. H. Rankin Points Out How Even Greater Service May Be Rendered—Bulk Circulation Ought to Be Sold Advertisers for National Campaigns

CLEAR and encouraging evidence of the progress that is being made toward a better understanding of the possibilities in newspaper advertising and the more economical and efficient utilization of newspaper space, is contained in a letter from Wm. H. Rankin, chairman of the Newspaper Division of the American Association of Advertising Agencies, to L. B. Palmer, secretary of the A. N. P. A., in which Mr. Rankin reports the specific plans which his association has worked out toward the accomplishment of this object.

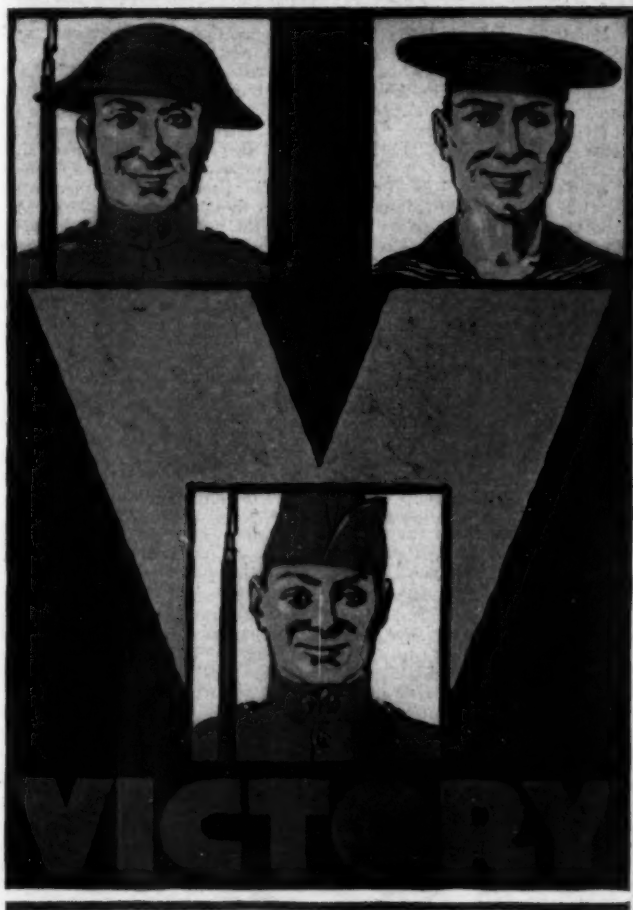
We reprint the letter in full:

"APRIL 25, 1919.

"DEAR MR. PALMER:

"I wish to call the attention of the American Newspaper Publishers' Association to the constructive work now being done for the newspapers by the American Association of Advertising Agencies.

"In this week's **PRINTERS' INK** you will find a plan worked out by the Newspaper Division of the A. A. of A. A., showing how newspapers may be used as the most economical method of advertising nationally, e. g., by the use of 5,000 lines (a 500-line ad 10 times) inserted in 100 leading Sunday papers having an estimated total circulation of 7,339,463 per issue, at an approximate cost of \$55,359; 5,000 lines inserted in 100 morning papers having an estimated total morning circulation of 5,928,687, at an approximate cost of \$44,699; 5,000 lines inserted in these same papers, using also the afternoon editions of thirteen of the papers included in the list, an estimated total circulation of 6,315,557 per



THE **STERLING ENGRAVING CO** **NEW YORK**

issue, or a total circulation for the ten issue of 60,315,557, at an approximate cost of \$47,186, or \$4.718.60 per advertisement of 6,315,557 home circulation.

"This we believe to be the ideal way to advertise in newspapers nationally—and we have campaigns 10,000 lines, 20,000 lines, and 50,000 lines.

"We have gone a step further, and have the same campaigns worked out for each state we have selected, figuring on the one best newspaper in every city and town. Then we have shown the cost of 5,000, 10,000, 20,000 lines in every newspaper in each state, we have divided the country in thirteen districts, and have worked out the cost of 5,000-, 10,000- and 20,000-line campaigns in each district. The full-page advertisements of the *Chicago Tribune* in the *New York Sun* and *Times* this week are the result of co-operation and suggestions made by the A. A. of A. Newspaper Division.

"The trouble has always been that when an advertiser asked the cost of national newspaper advertising he has been told it is effective but too expensive, very largely because no definite information was readily obtainable. As a result of our labors every agency man in the United States will be able to say how much 2,000,000, 5,000,000 or 20,000,000 circulation costs on a basis of 5,000 lines, 10,000 lines or 20,000—or what certain zones will cost. It is our intention to treat all the newspapers impartially, and boost both small-town, weekly and large city newspaper advertising — having only one idea in mind, and that is to give the advertiser the most effective as well as the most economical way of reaching the consumer, and support his national as well as local sales work.

"Naturally, this sort of service costs the advertising agency more money in addition to the rapidly increasing cost of operating a high grade service advertising agency, and we are glad to report a very hearty response from the newspapers to our Association to

show their appreciation to such agencies by increasing the agency compensation to 15 per cent and 2 per cent cash discount.

"The newspapers generally have rallied to the support of the suggestion made by the Chairman of the Federal Trade Commission, Wm. B. Colver, to the effect that it is unfair for agencies to rebate to advertisers or to sell newspaper space to advertisers at less rates than the newspaper or their salesmen would sell it to the advertiser direct.

"Happily, the agency men have practically eliminated this form of service, and therefore, as Mr. O'Shaughnessy recently stated, it will not be necessary for the Federal Trade Commission to take action to establish this reform, as it was in the case of the Railroads and the Interstate Commerce Commission when railroad service was sold at less than the agreed and published rates.

"Taking the present, the past, and the future, into consideration, we wish to say that newspapers, large and small, may look forward to three years of largely increased advertising patronage and the newspapers that give superior service to the advertisers are the newspapers that will receive the largest portion of this increased business.

"The relations between your Association and ours were never on a better business or personal basis, and we assure you that the 117 members of our Association, who place nearly \$100,000,000 of national advertising will do all in our power to represent and create new advertising for newspapers nationally as well as locally.

"Sincerely,

"AMERICAN ASSN. OF ADVERTISING AGENCIES,

"Wm. H. Rankin,

"Chairman Newspaper Division."

E. J. Finneran With Gardner Agency

E. J. Finneran, for several years connected with newspapers and advertising agencies in Chicago, Kansas City and Pacific Coast cities, has joined the soliciting staff of the Gardner Advertising Company, St. Louis.

Melville E. Stone Tells of Experiences in Europe

At Annual Luncheon of Associated Press Relates Anecdotes of Clemenceau and Lloyd George

MELVILLE E. STONE, General Manager of the Associated Press, returning last week from Europe, brought back with him just the right rare quality of anecdote and serious impression to hold his hearers—more than 350 members of the Associated Press, assembled at the annual luncheon of the Association at the Waldorf, April 22—in wrapt attention. His speech flashed with many a vivid story of Premiers Clemenceau, Lloyd George, Venizelos and Hughes, with whom he has been in intimate personal touch for many months.

Mr. Stone paid an earnest tribute to the sincerity and unity of purpose that mark the efforts of the statesmen representing the associated powers, and in conclusion made an ardent plea for the aid of America to France, now facing the greatest economic crisis in her history.

Other speakers at the luncheon were Augustin Edwards, editor of *El Mercurio*, of Santiago, Valparaiso and Antofagasta, Chili, and Chilian Minister to England; W. W. Davies, representing the publisher of *La Nacion*, Buenos Aires, and R. R. Ronconi, of *La Prensa*, Buenos Aires.

The presence at the guest table of these and other representatives of South American newspapers gave to the luncheon a distinctly Pan-American aspect—an aspect which became more and more clearly defined as one after another the speakers voiced the cordial friendship between the two continents and urged the sincere desire on the part of both the North and South American republics to understand each other more completely—a desire now happily being helped to fulfillment by the recent extension of the news service of the Associated Press to twenty-five

leading South American newspapers.

Speaking of Clemenceau, whom he had known for forty years, Mr. Stone said:

"When I went over there first in June I went up to see him one day, and said: 'Well, you speak English as well as you did forty years ago.' He said, 'I don't speak English; I speak American.'"

SETTING LLOYD GEORGE RIGHT

"Lloyd George has a very keen sense of humor," said Mr. Stone, "and has a great power for controlling the multitude. But with this he has a startling indifference, if not ignorance of the larger affairs of nations.

"Walking with him one day, the question of the war-making power in the United States was brought up, and it was said:

"Of course you know the war-making power lies with the Congress."

"What," he said. "You mean to tell me that the President of the United States cannot declare war? I never heard of that before."

"And again when the question of national ambitions was up, he said: 'What is that place that Roumania is so anxious to get—Transylvania?'"

Frank B. Noyes, of the Washington *Evening Star*, the president of the Associated Press, presided at the luncheon. At the guest table, in addition to Messrs. Stone, Edwards, Davies and Ronconi, were E. H. Baker, of the Cleveland *Plain Dealer*; E. P. Adler, of the Davenport, Iowa, *Times*; R. H. Booth, of the Muskegon *Chronicle*; Charles Hopkins Clark, of the Hartford *Courant*; W. H. Cowles, of the Spokane *Spokesman-Review*; Joseph A. Dear, of the *Jersey Journal*; F. P. Glass, of the American

Newspaper Publishers' Association; Clark Howell, of the *Atlanta Constitution*; Colonel R. M. Johnston, of the *Houston Post*; S. Levy Rawson, of *Reuter's*; V. S. McClatchy, of the *Sacramento Bee*; William L. McLean, of the *Philadelphia Bulletin*; F. R. Martin, of the Associated Press; Adolph S. Ochs, of the *New York Times*; L. B. Palmer, of the American Newspaper Publishers' Association; John R. Rathom, of the *Providence Journal*; Jason Rogers, of the *New York Globe*; Charles A. Rook, of the *Pittsburgh Dispatch*; D. E. Towne, of the *Louisville Herald*, and Señor Vildasola, of the *Valparaiso Mercurio*.

At the morning session of the members, five directors whose three-year terms had expired were re-elected. They were: Elbert H. Baker, *Cleveland Plain Dealer*; Clark Howell, *Atlanta Constitution*; Charles Hopkins Clark, *Hartford Courant*; Charles A. Rook, *Pittsburgh Dispatch*; V. S. McClatchy, *Sacramento Bee*. In addition, F. P. MacLennan, of the *Topeka State Journal*, was elected as a sixth member of the directorate, to take the place of Oswald Garrison Villard, former publisher of the *New York Evening Post*.

Subsequently the directors met and elected the following officers: President, Frank B. Noyes, of the *Washington Star*; first vice-president, A. N. McKay, of the *Salt Lake Tribune*; second vice-president, J. L. Sturtevant, of the *Wausau, Wis., Record-Herald*; secretary and general manager, Melville E. Stone; assistant secretary and assistant general manager, Frederick Roy Martin; treasurer, J. R. Youatt; executive committee: Frank B. Noyes, Charles Hopkins Clark, Charles A. Rook, W. L. McLean, John R. Rathom, Victor F. Lawson, Adolph S. Ochs.

The annual report of The Associated Press records the far-reaching decision of the United States Supreme Court in December, 1918, whereby the piracy of news becomes illegal. It also makes note of the extension of the

Associated Press to include in its membership representatives of many leading South American journals. The diversity of transmission of news to members in the continental United States is evidenced by the fact that reports are now carried to them over fifty-nine leased wire circuits, 118 telephone circuits and forty-two telegraph circuits. At the close of the year The Associated Press had 681 members representing evening papers, 390 representing morning papers, and 64 representing Sunday papers—a total membership of 1,135. Six hundred and eighty-nine operators are required to handle the dispatches.

Foreign Trade Makes New Records

The export trade of the United States continues to increase, despite the cessation of shipments of war material. For March exports were valued at \$605,000,000, as compared with \$588,000,000 in February and \$523,000,000 for March of the previous year.

Imports for March totaled \$268,000,000, as against \$235,000,000 for February and \$242,000,000 for March of last year.

Many relaxations that have been made in the export and import regulations since the armistice and the recent changes and reductions in the enemy trading list have made it possible for the War Trade Board to consider favorably many applications for export and import licenses that in the past it has been necessary to refuse.

American Radiator Returns Large

For twelve months ending January 31, 1919, the net profits of the American Radiator Company amount to \$2,656,213.30. The return on the outstanding common stock was almost 20 per cent.

Allied foreign companies show profits aggregating \$765,365.08 after allowing for taxes.

Total surpluses for all interests as of January 31, 1919, are \$15,429,323.30.

Malcolm Wallace Transferred by "Modern Priscilla"

Malcolm Wallace has been transferred from the Boston office of *The Modern Priscilla* to the Chicago office. He will give special attention to the territory west of Chicago.

George H. Hands has been discharged from the Service, and has returned to *The Modern Priscilla*, Boston office.

Did You Ever Hear of

“Daddy Flynn”?

He's a physical Billy Sunday. Instead of telling you how to keep well spiritually, he lectures you on the necessary exercises and foods to keep your body in first-class condition. He's a man over 70, looks about 40, and has the vim and punch of 20.

The World-Herald thought it could give Omaha nothing better than a series of lectures on right living, optimism, punch and care of the body; so it brought Daddy Flynn to Omaha at the end of March and he gave eleven free lectures at the Municipal Auditorium to the people of Omaha, who were guests of the World-Herald. The Auditorium holds between five and six thousand people when packed.

Forty-five thousand people attended these eleven lectures, and the World-Herald was the only Omaha paper that even so much as mentioned that “Daddy Flynn” was in Omaha.

That's what the World-Herald can and does do single-handed and alone in the city of Omaha. It is the dominant newspaper of Nebraska, whether you consider it as a constructive, progressive, clean newspaper or as an advertising medium.

Remember! There are about 200,000 people and children in Omaha, and 45,000 of the adults went to health lectures in eleven days solely on the invitation of the World-Herald.

Daddy Flynn makes his living by selling a set of books on exercises and foods at \$10.00 a set. He sold over 1,000 in Omaha in two weeks.

These facts are illustrative of what the World-Herald can also accomplish alone in Omaha for any national advertiser who has a meritorious article to sell.

A word to fellow publishers: Daddy Flynn is a big feature, his lectures are splendid and he is sincere and thorough. Get busy!

THE WORLD-HERALD

HENRY DOORLY
Business Manager

O'MARA & ORMSBEE, Inc.
Brunswick Building - New York
Peoples Gas Building - Chicago

The New Price Level and Its Relation to Advertising

Pre-war Conditions and Pre-war Prices Gone Forever—Necessity of Complete Resumption of Business

By W. A. McDermid

of the Mennen Co., President Association of National Advertisers

THE Association of National Advertisers is a great believer in co-operative association effort, and we have demonstrated, we believe, quite conclusively the benefit not only to individual members, but to the entire business of advertising, of such co-operative work. Our primary function is education, and our great service is the benefit which we can confer upon our own members by the exchange of method and opinion, which will enable us to advertise more intelligently and economically.

You have probably all suffered from the whims and idiosyncrasies, unfairness, and in some instances the actual bad faith of advertisers. The method and spirit of the A. N. A. is for the elimination of such practices. These are for the most part based on misunderstandings and on the lack of a reasonable degree of uniformity in policy and viewpoint among both advertisers and newspapers.

Such things as the curse of free publicity, from which legitimate advertisers suffer quite as much as the newspapers, merely requires the education of both parties to the principles involved. There is a real necessity for a central body with the necessary equipment, intelligence, and broad, impersonal viewpoint, through which the advertiser and the advertising agent can deal and arrive at a better understanding of the newspaper as a medium and as a business agency. Anyone who knows anything whatever of what the Bureau of Advertising has accomplished cannot question

the very great value of its services. The necessity was never greater than it is now.

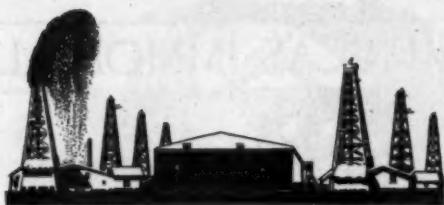
You are, of course, fed up on the word "reconstruction" until it has ceased to have a specific meaning—if, indeed, it ever could have been defined. We are now in the midst of it, and so close to it that we cannot see the forest because of the trees. In this period in which every business is facing a new state of conditions, you will begin to find that you will have to deal in the near future with new and different types of sales and advertising managers. They are becoming, as they never were before, students of labor conditions, of economics, of legislation and of many things which were a few years ago supposed not to concern the selling end of the business.

THE NEW TYPE OF BUSINESS MAN

If it is true that we are a nation of economic illiterates, it is equally true that a good many business men have already passed their high school course and are getting their higher education very rapidly. It is fair to ask you what type of sales service you will offer to these men who are facing these new unprecedented and uncharted conditions. Certainly, I think you must eliminate, or have eliminated for you by the survival of the fittest, the "me-too boys" and the copy-chasers.

You will probably change radically some of your ideas as to what legitimately comes under the head of co-operation. You will study and present, as it has never been presented before, the daily newspaper as an advertising medium, not only from the standpoint of the newspaper itself, but

Portion of address delivered at the luncheon of the Bureau of Advertising of the A. N. P. A. on April 23, in New York.



OKLAHOMA

Led the United States in Oil
Production in 1918. Value of Product

\$200,000,000

Each twenty-four hours during 1918, Oklahoma's 23,561 oil and gas wells produced 204,650 barrels of crude petroleum and 146,240,124 cubic feet of natural gas for commercial purposes. Thus more than \$200,000,000 was added to the natural wealth of Oklahoma and to the purchasing power of its people.

Oklahoma and its people are young, prosperous and responsive to newspaper advertising.

The Daily Oklahoman and Oklahoma City Times, read by one family of every five in Oklahoma, invite you to cultivate this fertile market. A word will bring you complete information direct, or from our representatives.

Let us tell you about Oklahoma.

THE DAILY OKLAHOMAN

"Oklahoma's Morning Newspaper"

OKLAHOMA CITY TIMES

"The Evening Paper of Oklahoma"

Represented by

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City San Francisco

AMERICA'S IMMORTALS



Your country did not ask in vain for heroes! Must it ask in vain for lenders?
Be a Jimmy Dozier in your bond buying.

The war is won, but the bill must be paid. The success of the Victory Liberty Loans is our job. We are only lending, not giving, our money and our Government guarantees its return with interest. Buy today.

VICTORY LIBERTY LOAN COMMITTEE

Official Citation
DOZIER, JAMES C., at Lormont, Co. G.
18th Infantry

For conspicuous gallantry and intrepidity above and beyond the call of duty in action with the enemy near Montauban, France, 8 October, 1918. In command of one platoon, Lieutenant Dozier was partially wounded in the shoulder early in the attack, but he continued to lead his men, displaying the highest bravery and skill. When his command was held up by heavy machine-gun fire, he disposed his men in the best cover available and with a soldier detached forward to attack a machine-gun nest. Crawling up to the position as the fire of intense fire, he led the men over with hand grenades and his pistol and a brief time captured a number of Germans who had taken refuge in a dugout cavity.

JAMES C. DOZIER

Newspapers of the entire country are athrill with Victory Loan display advertising that admittedly sets a new standard. And forceful illustrations visualize the arguments that must make us the greatest Bond-Buying Nation in the World. Investigation has shown that there are thousands upon thou-

The ETHRIDGE

New York Office: 25 E. 26th Street



**"I ALWAYS
Pay My Debts!"**

The war is won, but the bills must be paid. The success of the Victory Liberty Loan is our job. We are ready to lend, our giving, our money and our Government guarantee the return with interest. Buy today.

Of all the Liberty Loans, this is the most important. We went in to win and to win quickly. We won. Now we've got to pay our bills. It means we must see the thing through—Uncle Sam's debt is your debt and my debt. Let's put over the Victory Liberty Loan with a bang and square things up—buy for cash and buy on installments and do it today.

VICTORY LIBERTY LOAN COMMITTEE

SPACE CONTRIBUTED BY FOURTH STREET NATIONAL BANK, 10 N. 4TH STREET

sands of people in this great Melting Pot of ours, that can't read. But they CAN buy bonds. Pictures do not require an interpreter. It is a good point to remember.

We who have had part in the production of Liberty Loan advertising are proud of the privilege extended.

Association of Artists

Chicago Office: 220 S. State Street

from the viewpoint of the manufacturer and its relations to his problems, and in so interesting and sympathetic a way that everything that you have thus far accomplished, fine as it has been, will be insignificant.

If our experience with the Association of National Advertisers goes for anything after seven years of continued growth, you will find no agency better fitted to accomplish a great service for the newspapers in general than the Bureau of Advertising of the A. N. P. A.

TRUTH ABOUT CONDITIONS MUST BE ADVERTISED

This occasion has been described as a "mirthful luncheon to celebrate the enormous volume of advertising." Let me warn you gentlemen not to be deceived too far in estimating that volume. Business is still far from normal, and two basic industries, steel and building, have not yet resumed activity—as ultimately they must.

The public has yet to understand that business can never return to pre-war conditions or pre-war prices. We have got to recognize that price levels are permanently raised by permanently increased labor cost and by high taxation. These two factors must continue to play an important part in governing prices for years to come. In the light of these conditions, the man who cuts prices to a point where he must lower the labor wage in order to make a profit is more subject to censure than the profiteer. The man who postpones necessary building is speculating in the future misfortunes of the nation. Rapidly falling prices of commodities can mean only one thing—panic and depression. The labor cost is 75 per cent of the finished commodity. We cannot have high wages and cheap commodities. The American public cannot have its cake and eat it, too.

The newspaper publishers must realize these fundamental business conditions and do everything they can to correct public thinking. This is not an invitation for free

publicity. I am opposed to any form of free publicity for any business or Government proposition that is capable of paid advertising. While the Government will not advertise these economic facts through a paid campaign, it is to be hoped that American business men will conduct such a campaign to put the truth before the public. It needs but a push in the right direction to make business go ahead beyond our wildest dreams. Advertising, intelligently applied, is the force that must "carry it over."

Harry O. Mitchell With Atlanta Publications

Harry O. Mitchell, formerly editor of the *American Blacksmith*, and on the advertising staff of *La Hacienda*, Buffalo, N. Y., has become vice-president of *Hardware and House Furnishing Goods and Ferreteria*, Atlanta, Ga. The latter is a new Spanish trade journal published in the interest of dealers and importers of hardware, machinery and allied lines throughout Latin America.

Mr. Mitchell has been serving for several months past, up to the time of his present connection, as associate publicity director for the southeastern department of the National War Work Council of the Y. M. C. A., with direction over the army *Trench and Camp* publications for the eighteen southern cantonments. He was also in charge of the industrial publicity for this department for the recent United War Work campaign.

Adopts Beer Brand Name for Vinegar

The Cosgrave Brewing Company, Toronto, is no longer making beer, for the Province of Ontario was made a "bone-dry" area when the provincial temperance act was passed. Instead, the directors of the company have turned their attention to the manufacture of malt vinegar, sold in bottles. The name "Cosgraves," by which the beer was known, was considered to be a valuable asset and this is the name under which the vinegar will be marketed and advertised. Norris-Patterson, Limited, Toronto advertising agency, will handle the advertising.

Three Service Men Return to Collier

H. G. Canda, captain, aviation; W. Shaw Thomson, lieutenant, Royal Flying Corps, and H. T. Mitchell, sergeant, infantry, have been discharged from the Service and have returned to their former positions in the copy department of Barron G. Collier, Inc., New York.

"Here It Is!"

says an

**THAT
GOOD GULF
GASOLINE**

MANUFACTURED BY
GULF REFINING COMPANY
PITTSBURGH, PA.
FOR SALE HERE

ING-RICH

Porcelain Enameled Sign

And there are hundreds of other products which have become familiarly known through the medium of those distinctive, conspicuous, gripping "ING-RICH" signs, which just naturally reach out into the highways and grab off the attention.

They are eternally shouting their messages to the masses, pointing out *where to buy*, as well as *what to buy*. They are the contact sparks which ignite sales.

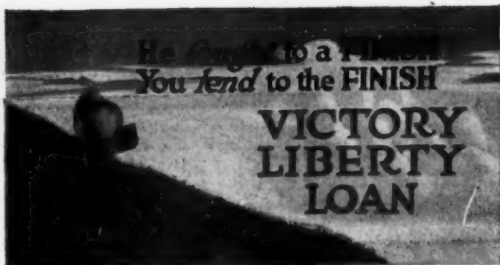
"ING-RICH" Porcelain Enameled Signs are everlastingly durable and remarkably economical. The flash never fades—the "pull" never ceases.

Strengthen your sales and advertising campaign with these intensifiers.

Tell us the wording and size and we'll submit a completed sign for your approval. No obligations whatever.

Ingram-Richardson Mfg. Co.
College Hill Beaver Falls, Pa.

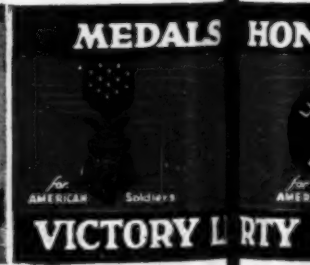




VICTOR

FROM the First Liberty Loan meet c
have generously and patriotically pr
to Coast for the various Government a
participating are pardonably proud of the part
advertising has played in forwarding the
winning the war.

The present series of Car Cards for the final
was prepared under the supervision of Frank L.
Publicity for the Treasury Department, Washington.



is watching!
earnest
THE JOB
LIBERTY LOAN

SURE
we'll
Finish
the
Job!



**VICTORY
LIBERTY
LOAN**

VICTORY

loan street car advertising companies
triously provided space from Coast
verment activities. Those partici-
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waring these potent elements in

ls for the final and Victory Liberty Loan
sion Frank R. Wilson, Director of Pub-
ent, shington.

LS HONOR



Y LIBTY LOAN





Their Purchasing Power

THE purchasing power of the more than 700,000 members of the Y. M. C. A. is nation-wide. And they are all men who can afford the necessities and many of the luxuries of life.

They read *Association Men*, these fellows. It is the official organ of the Y. M. C. A. and an ad in its columns reaches this *entire group* of prospective customers.

And don't forget that the women read it, too. *Association Men* has developed into a real home magazine. Its live articles, modern fiction, and up-to-the-minute editorial policy has made it a magazine welcomed by every member of the family.

Advertise *your* product in *Association Men* —it gets results.

Write for full particulars.



347 Madison Avenue, New York
Western Office: 19 S. LaSalle St., Chicago

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For

Zone Subscription Rates to Follow Zone Postal Charges

Magazines Announce Increase That Will Become Effective July 1

By Charles Johnson Post

Director, Publishers' Advisory Board

THAT the publishers of periodicals of national circulation can no longer carry the terrific burdens of postage increases under the Postal Zone Law is clearly evidenced in the announcement of last week of a number of publications that found it necessary to charge the extra zone-system postage to their readers beginning with their July issues.

Last week the *Pictorial Review*, *Vanity Fair*, *House and Garden*, *Vogue* and the *Christian Herald* announced that they would be compelled to charge an additional postage rate to readers living west of the Mississippi, owing to the Postal Zone Law. Following this announcement, this week the *Cosmopolitan*, *Hearst's*, *Good Housekeeping*, *Harper's Bazar*, *Motor* and *Motor Boating* have also announced that they will be obliged to put an additional postage charge on their magazines according to the zone system. According to their announcement they have thoroughly considered the matter and decided to put a postage increase into effect and are at present working out the details as to what the increase will be and just when it will go into effect. Within the past year they had already been compelled to put in a flat increase in their price of from \$1.50 to \$2, which is in effect now, but the further increase will be purely a postage increase and one that is based upon zones.

The *People's Home Journal* has also announced that beginning with its July number it will be compelled, owing to the Postal Zone Law, to collect an additional postage charge of ten per cent of their subscription price from its readers living west of the Mississippi.

For the first year of the Postal

Zone Law, periodical publishers carried the increased penalty zone-system postage themselves, in the belief that the postal zone system would be repealed. The efforts to repeal it were successful in the last Senate, but were blocked in the House by Congressman Claude Kitchin, of North Carolina, through his arbitrary power and strong-arm methods as leader.

COMPUTING LOSSES UNDER OLD RATES

Periodical publishers have carefully computed what these postage increases under the zone system mean. There is no possibility of their absorbing in their operating expenses the terrific postage increases of the zone system. A few statistics in this connection are interesting. These figures were based upon the following eighteen periodicals of national circulation: *Literary Digest*, *Saturday Evening Post*, *Ladies' Home Journal*, *Country Gentleman*, *American Magazine*, *Leslie's*, *Woman's Home Companion*, *Popular Science Monthly*, *People's Home Journal*, *Collier's*, *Good Housekeeping*, *Cosmopolitan*, *Hearst's Magazine*, *Scientific American*, *Modern Priscilla*, *Pictorial Review*, *Metropolitan Magazine* and *McClure's Magazine*.

ANNUAL ADDITIONAL PENALTY POSTAGE UNDER THE POSTAL ZONE LAW OVER PREVIOUS POSTAGE RATE

Zone	State	Excess Postage Penalty
4th.....	Ohio	\$266,438.56
4th.....	Michigan	245,227.73
5th.....	Illinois	453,868.26
5th.....	Missouri	219,707.31
5th.....	Iowa	201,480.25
5th.....	Indiana	172,782.11
5th.....	Wisconsin	143,045.09
6th.....	Texas	328,980.04
6th.....	Minnesota	200,204.92
6th.....	Kansas	145,368.34
6th.....	Nebraska	139,780.40
6th.....	Oklahoma	127,228.00

8th.....California	770,895.11
8th.....Washington	222,122.09
8th.....Colorado	166,223.81
8th.....Oregon	159,611.05

\$3,964,961.07

It is apparent from these statistics that no publication or group of publications can or could absorb them—they must be collected from the consumer, the reader, against whom the postal zone system really operates.

In other words, in sixteen out of forty-eight States the postal zone system imposes a penalty postage rate on the readers within those States of slightly less than \$4,000,000 per year. California is a striking example. Under the postal zone system, so urgently advocated by Mr. Burleson and jammed through by Congressman Kitchin, of North Carolina, California is to forfeit each year over \$770,000 in excess penalty postage, a rate which no other State outside of the small California group is called upon to share. *And this huge penalty postage is computed on only eighteen periodicals.*

Careful calculations and experiments were made by circulation departments during the past year and were undertaken as soon as it became apparent that some practical measure would have to be devised to meet the situation.

That the publishers cannot carry the terrific burden of the penalty postal zone system is clearly apparent in the table of zone postage increases herewith presented and that these zone postage charges must be collected from the reading public just as was done under the former postal zone system of almost seventy years ago is equally apparent.

Matos Agency Has New Department

Dr. Robert P. Fischelis has resigned as chief chemist of the H. K. Mulford Company, Philadelphia, to become chief of the newly organized technical department of the Matos Advertising Company, of the same city. Dr. Fischelis is professor of commercial pharmacy at the Philadelphia College of Pharmacy, a post which he will retain in connection with his new position.

To Show Need of Buying Foreign Securities

A committee has been appointed by the Council on Foreign Relations to present a plan on educating the American investing public regarding the necessity of our investing in foreign securities, in accordance with a resolution passed at a recent conference of the Council.

The list of the members of the committee follows: Herbert S. Houston, chairman, Doubleday, Page & Co., Garden City, N. Y.; Alfred L. Aiken, president, National Shawmut Bank, Boston; John J. Arnold, vice-president, First National Bank, Chicago; Collin Armstrong, Collin Armstrong, Inc., New York; C. L. Chandler, Corn Exchange National Bank, Philadelphia; William H. Field, Chicago Tribune; John G. Lonsdale, president National Bank of Commerce, St. Louis; George Mallon, Bankers' Trust Company, New York; Jesse H. Neal, Associated Business Papers; Lee O'Connell, assistant to president, National City Co., New York; A. C. Pearson, president Trade Press Association, and Russell Whitman, New York Commercial.

"This committee will make a very extensive survey," said Lindsay Russell, chairman of the Council on Foreign Relations, "and invite suggestions on the subject of how is the American investing public to be aroused to the absolute necessity of our assimilating enormous quantities of foreign securities."

The committee hopes to have the co-operation and assistance of organizations and individuals who have given this subject any thought.

Advertising a Major Subject of Foreign Trade Convention

The Sixth National Foreign Trade Convention, held in Chicago April 24-26, considered advertising as one of the major subjects to be covered.

The handling of this division was turned over to the American Association of Advertising Agencies, who provided the officers and prepared and conducted the programme covering the subject in relation to foreign trade.

William H. Johns, president of the of the American Association of Advertising Agencies, was chairman; Paul E. Faust, the vice-president of the association, was vice-chairman, and J. R. Woltz, of Critchfield & Co., was secretary.

The principal addresses were on survey and method, by F. A. Arnold, manager of the foreign trade department of Frank Seaman, Incorporated, and, on mediums by Stanley Resor, president of the J. Walter Thompson Company.

Memphis Drug House Appoints Advertising Manager

W. Lee Henry has been appointed advertising manager of the Ellis-Jones Drug Company, Memphis, Tenn. He will also edit the "Memphis Druggist," the company's house organ.

First

THE volume of advertisements offered The New York Times is greater than ever in its history. Nearly every day many columns of advertisements are unfortunately crowded out, in order that the space allotted to news may not be encroached upon.

Sunday, April 20, The New York Times published 517 columns of advertising—a greater volume than was ever published in a single issue by a New York newspaper. Wednesday, April 23, The New York Times published 167 columns of advertisements—the greatest volume ever printed in a week-day issue of a New York morning newspaper.

In March The New York Times published a greater volume of advertising and showed a greater gain over the corresponding month of 1918 than any other New York morning newspaper.

In three months of this year The New York Times published 3,894,970 agate lines of advertising. No other New York newspaper printed so large a volume of advertising for this period, notwithstanding that all advertisements in The New York Times are censored. Compared with the corresponding period of 1918 the gain of 788,858 agate lines represents the greatest gain of any New York newspaper.

The net paid circulation of the Sunday edition of The New York Times is in excess of 500,000.

The New York Times

Publishers Fight Second-Class Postal Rate

American Newspaper Publishers' Association Passes Resolutions Calling on Congress to Repeal or Suspend the Zone Law.

REPPEAL of the provisions of the war revenue act of October, 1917, which increased the second-class mail rates, is demanded in a resolution adopted at the closing session of the convention of the American Newspaper Publishers' Association, at New York last week.

The resolution, introduced by George McAneny, of the New York *Times*, chairman of the postal committee, declares that this part of the revenue law is crude and unscientific and should either be repealed or suspended in operation for two years from next July 1.

The text of the resolution follows:

"Whereas, The system of second-class postal rates, affecting the carriage of newspapers, established under the War Revenue act of October, 1917, and in operation since July 1 last, is ill suited to the needs of the country, crude and unscientific in character and burdensome alike to the newspapers and to their subscribers; and

"Whereas, The legislation establishing these rates was admittedly prepared in haste and enacted without the customary preliminary public hearings, or other opportunity for open discussion; and

"Whereas, There is still a lamentable lack of accurate information with relation to the costs of the second-class mail service, or as to the proportion of such cost that is properly chargeable to the carriage of newspapers; and

"Whereas, It is of the highest importance to the country that the permanent second-class rate system, whatever its ultimate basic character, shall be framed intelligently, and designed to serve the best interests not only of the readers of newspapers, but the funda-

mental purposes of government itself; therefore be it

"Resolved, That the American Newspaper Publishers' Association, in convention assembled, urges upon the members of the incoming Congress:

"First: That the present increased rates for the carrying of newspapers in the mails established by the act of 1917, including the discriminatory charges based upon the use of newspaper space for advertising purposes, be repealed or suspended in operation for a period of at least two years from July 1 next, and

"Second: That before the enactment of any new legislation, establishing permanently increases or other changes over the rates in force at the outbreak of the war, provision be made for the appointment of a commission of expert character which, under the authority of Congress, shall examine into those operations of the Postoffice Department that have to do with the carrying of second-class matter, with a view toward ascertaining the actual costs of this service, in its various branches, and of determining the principles upon which the charges for such service should be equitably assessed; such commission, incidentally, to hear the representatives of the several interests affected, and to report its findings and recommendations within such period of time as may be fixed for the guidance of Congress in preparing whatever legislation may then be deemed appropriate.

"Be it further resolved, that the Postal Committee of the American Newspaper Publishers' Association is authorized and directed to take such steps as may be necessary to bring the subject properly before the incoming Congress at the special session about to be called."



Your Goods in China

Mr. Wilbur B. Hart

Representative in China of

Byoir & Hart

is now in New York.

Mr. Hart sails for Shanghai on May 27th. He will visit our offices in Shanghai and make trips to Hong Kong, Peking, Tientsin and Canton.

If your goods are already sold in China, Mr. Hart will be glad to consult with you as to any investigation you may wish made on your progress in the Chinese market.

If your goods are NOT in China, Mr. Hart is equipped to secure complete advertising and sales data on the possibilities of marketing your goods in that territory and arrange for permanent representation.

Branches:

Shanghai
London
Paris
Rome
Geneva
Mexico City
Buenos Ayres
Stockholm
The Hague



BYOIR & HART

6 West 48th Street
New York City

Telephone BRyant 4446



FACTS are stubborn things, and though sometimes dry, are always essential to the intelligent investigation of matters worth while.

FIGURES don't lie—if they're honest figures—and they play a most important part in the establishment of facts.

ADVERTISERS—to make their advertising a profitable investment, must have facts and figures upon which to base appropriations; and advertisers who are interested in the—

SOUTHERN FIELD—will, naturally, be interested in the facts and figures about the **SOUTHERN RURALIST**—the South's Foremost Farm Paper.

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Southern Ruralist And The Others

SOUTHERN RURALIST—published twice a month, in Atlanta, the "center of the South"—had a net paid circulation for 1918 of 294,339, which was 136,610 more than the net paid circulation of the second best farm paper in the South. This 136,610 excess circulation cost only 25 cents per line more than the rate of the second best paper.

SOUTHERN RURALIST—still compared with the second best paper—out of 52 general classifications carried the most advertising for 30 of the lines; and in eight important classifications, including automobile advertising, carried more than double the space per issue.

CIRCULATION QUALITY of Southern Ruralist is shown by the fact that it leads in circulation in the States of the South in which the largest number of both old and new automobile and tractor owners reside, and that an actual check of its subscription list in Georgia against the License Bureau shows that an average of one out of every eight of its subscribers in this State owns a motor-driven vehicle. Southern Ruralist reaches three times as many farmers in Georgia, nearly twice as many in Alabama, eight times as many in Florida, and more than twice as many in Louisiana as the second best farm paper.

PRODUCING POWER—Checking sheets show that Southern Ruralist leads in both inquiries and sales on such high-priced and quality lines as Peanut Threshers, Lighting Plants and Automobiles, while in mail-order, home-supply and seed business, the returns from Southern Ruralist have been known to equal those of the next best two of Southern Farm papers.

SOUTHERN RURALIST is growing steadily—growing better; more interesting; more valuable alike to its readers and its advertisers; growing into a greater and greater force in the progress and development of the great South.

Southern Ruralist

Audited by the A. B. C.

ATLANTA

CHICAGO
J. C. Billingslea
Advertising Bldg.

ST. LOUIS
A. D. McKinney
Post Dispatch Bldg.

MINNEAPOLIS
R. R. Ring
Palace Bldg.

NEW YORK
A. H. Billingslea
No. 1 Madison Ave.

MODERN FARMING OF NEW ORLEANS

This is one of the "coming youngsters" well worth consideration in the Southern Field—circulation over 40,000.



Distinctive Service

- ¶ The proverb that "a chain is no stronger than its weakest link" applies particularly to the modern business organization.
- ¶ Thus, every worker engaged by us is selected with the greatest care.
- ¶ He must measure up to the standard which gives our studios that reputation for quality which we shall always maintain.
- ¶ It is a distinction for him to be employed by C. K. S.
- ¶ It is a distinction for us to have in our employ the very best talent.
- ¶ Would it not be a distinction for you to have your art work produced by an organization of this character?

CROWDER & KLAPKA STUDIOS

Designers and Illustrators—Photograph Retouchers
608 South Dearborn Street
CHICAGO

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Advertising in the War Zone

The Signboard in Its Glory on the Battlefield

By Lieut. A. E. Andrews, M. C.

Of the 42d Battalion, Royal Highlanders of Canada

BY the roadside in one of the big Canadian training camps in England there is a sign:

How Far Is It from the Brown Post to the White One?

It is small, but well placed, just at the level of your head. You can't miss it. Then a neatly-painted brown post catches your eye and a little further on a white one. After the posts another sign greets you, this time just:

?

Coming home the same way you find that the back of this sign says:

Pace the Distance Now.

Passing the posts again, the other sign asks you:

Have You Settled the Question Yet?

Thousands of soldiers passed these posts every day and probably nine out of every ten did eventually pace the distance and found it to be just 100 yards.

These men learned of their own accord what had been the despair of many instructors to teach by ordinary means. They found out just exactly what 100 yards really is and how it looks on the ground. For, until a soldier knows this simple fact he can never learn to judge greater distances, and without a fairly accurate knowledge of judging distance the sights on his rifle are useless.

The army authorities did not stop with this experiment. Men were confronted at unexpected places with signs which warned them, for instance, to—

Hold Your Breath While Putting On Your Gas Mask.

Publicity of this kind impressed vital facts on men's minds as orthodox methods could never have hoped to do. Later, in the trenches, when Bill Jones smelled gas, he remembered intuitively that he must not take another breath until he got his mask on.

In France there were more and greater advertising campaigns. Take the case of salvage, for example. Salvage has been one of the problems of the war. Scattered broadcast over the battle zone are tons upon tons of old rifles, equipment, tin hats, clothing, shell cases, wire, ammunition—everything. Not a soldier in France but saw this stuff and realized dimly that it was probably of some value. No one ever considered for a moment that it was up to him to do anything about it.

One fine day, however, Tommy Atkins, on his way to visit charming Mademoiselle "X" in the next village, climbed on to the back of a motor lorry for a ride. He was surprised to see painted on the tailboard:

What Have You Salvaged To-day?

"Rummy beggars, these motor lorry people," thought Tommy. "Wonder what they're up to now?" For, of course, such a sign could never have been addressed to him—"a fighting man." At the crossroads, where his lorry was compelled to stop for other traffic, he amused himself by reading a newly painted sign which had been put there. To his intense disgust, this also touched on the advisability of *everyone* collecting salvage. Yes, and all the other lorries that passed carried on their tailboards messages to the countless soldiers who clambered on and off each day.

Tommy began to think a bit.

He was a loyal citizen, a taxpayer and he had a pretty shrewd idea that money saved in the war would eventually be that much less out of his pocket and those of his fellow citizens. Of course, he had known this all the time. "But I never thought much about it," he reflected, "until these blokes started talking of it." The practical side of the question became more evident later, when he passed a small pile of miscellaneous objects labeled with a sign:

Dump Salvage Here.

Strolling home that evening, Tommy felt at peace with the world. Although Mademoiselle "X" was hardly in the same class as the Parisian models on the fashion pages at home, she was fascinating in spite of her generous proportions. He whistled cheerfully and tried to recall the words of "La Madelon," which she had sung so prettily.

By and by he came to an old rifle lying by the roadside. Never before had he noticed a thing like this with anything but an absolutely impersonal interest. Tonight, however, he glanced at it and hesitated just for the fraction of a second before passing on. Down the road the discarded carrier for a machine gun attracted his attention. This time he hesitated a little longer, passed on, stopped, and came back. He glanced around furtively as though afraid someone would see him, finally picked it up and dropped it rather sheepishly on the salvage pile as he passed.

This was but one phase of the campaign. "Salvage drives" were organized. Lists were issued showing the value of each kind of salvage and the figures of the amount collected by each battalion were published. Competition became keen and the hunting of salvage became as much a part of the soldier's life as the strict avoidance of it had previously been. Actual results? Well, in September, 1918 (one month), the Canadian corps alone turned in salvage to the value of \$1,709,466 net.

I don't know what publicity the enemy did among themselves. Their first appeal to us I can only attribute to true Teutonic egotism, as an attempt to advertise their cleverness. It consisted of putting out signs in front of their trenches during the night containing messages of various sorts to us.

In the morning, after reading the particular news item for the day (everything from German victories to baseball scores), our artillery chaps used to amuse themselves by trying to knock the signs down. Unfortunately they generally managed to muss up a considerable portion of the German front line trenches before getting a direct hit on the board.

"Fritz" learned by experience the old principle that it is not sufficient to attract attention by your advertising; it must be favorable attention.

So they changed their medium and started dropping propaganda on us from balloons, but the copy was still weak. Piteous appeals as to "Why we were fighting the poor German people" failed to strike a responsive chord in men that spent most of their day dodging German 5.9 shells.

Our advertising manager (for that is what he was, whatever they called him in the army) got better results from the same scheme. He apparently decided that the best copy angle was the way we treated our prisoners. He wrote clear, convincing pamphlets and illustrated them with photographs of fat, contented Germans in our hands. They pulled, too. Hardly a night passed without some deserters coming over to our lines.

Even civic advertising was seemingly not forgotten. There were towns out there that were not only smashed to the ground, but their very brick dust churned back into the earth until it was impossible to tell even where they had stood.

Some one thought of and executed the idea of marking these places with signs:

This Was _____

**The First Rotogravure
Section With an Idea!**

**THE PHILADELPHIA
RECORD**

**Motion-Play
Magazine**

A complete magazine devoted exclusively to pictures and news of screen players and plays. In rich sepia rotogravure. Published every Sunday with "The Philadelphia Record." Present circulation more than 135,000. Advertising rates, 40c per line—yearly rate, 30c per line.

I suppose the idea was that these towns might be forgotten altogether and some luckier town which perhaps had a few walls left standing, would grab all the new settlers when reconstruction begins.

One can easily conceive them going a step further and marking the site of the post-office, city hall, etc., like the Western promoter used to do with his "town" lots. How much more convincing however, instead of saying, "site of new bank," to be able to say, "Here is where the bank actually stood!"

Speaking seriously, though, I have tried to show by these first one or two examples that real scientific advertising was used even on the battlefield. The part played by advertising in raising men, money, etc., at home, is too well known to need mention by me. Yet this seems less interesting from an advertising man's point of view than its work in France. It was to be expected here. Probably the first thing thought of in connection with Liberty Loans and recruiting was the value of advertising these things.

"Out there" advertising was the last thing thought of. It forced its way into the war zone by proving to be a vital necessity at a time when all non-essentials were being scrapped.

The tremendous power of publicity properly directed has taken its place in the history of the war alongside the other great powers—men, money and munitions. Indeed, it might itself be called "a munition of war."

Advertising to Farmers to Become More and More Important

SENATOR ELECT ARTHUR CAPPER, of Kansas, addressed the monthly meeting and dinner of the New York advertising agents on April 24, at the New York Advertising Club.

Mr. Capper told of the necessity of aiding the farmer in a sub-

stantial manner, because he is the backbone of the nation, and therefore the success of other ventures is to a great extent contingent on the farmer's prosperity. He told of the general spirit of fairness that prevails among the farmers in their transactions, and all that they ask is like treatment in return.

Other speakers were: John Herbert Quick, of the Farm Loan Bureau, Washington, and Herbert Winslow Collingwood, editor of the *Rural New Yorker*. Mr. Collingwood foresees a radical readjustment in the farmer's status of a producer with little return for his labor. The soldiers returning, who left the farms, bring back with them a broadened viewpoint, and they will no longer be satisfied with the meagre conditions that have existed at home. They have seen the better things enjoyed by the people in cities, and they look upon these as something which they have been long deprived of.

This broader outlook will, of course, provide a vast market for advertised products.

The farmer will within the next five years increase his income by \$1,000,000,000 annually, said Mr. Collingwood without adding, to any extent, to his present land area. This will be because he will demand his fair share of the amount paid for his products by the consumer, and this money will be reinvested, he said, in products that make living of a higher and better order.

Sproul's New Work on "Sun"

Arthur Elliot Sproul, recently in charge of the New York *Sun's* financial advertising, has been given the editorial and advertising management of the *Sun's* new weekly Canadian news feature.

Philip Bleeth will henceforth direct the *Sun's* financial advertising, in both morning and evening editions.

H. J. Grant Now Publisher

H. J. Grant, business manager of the *Milwaukee Journal* for two years past, has been appointed publisher of the paper and elected a director and treasurer of the publishing company.

Smaller Orders and Sales Economics

Today many manufacturers face a more expensive sales organization.

Smaller orders from dealers, keener competition in selling, a greater waste of time and sales effort, increased selling resistance—all make a more costly sales machine.

Never was the sales organization more in need of active support than now. But what shall this support be? How shall the cost to market be kept at its present level or even lowered? Shall the number of salesmen be reduced? What is the surest, safest remedy?

We invite a discussion of these questions with manufacturers who are interested.

Mallory, Mitchell & Faust

ERNEST I. MITCHELL
President

(Incorporated)

PAUL E. FAUST
Secretary and Treasurer

Advertising and Merchandising Counsel

Security Bldg.

Chicago, Illinois

Established 1904

Members of the
American Association of Advertising Agents
Audit Bureau of Circulations



*More Than
Two
Million*

*The Ladies'
Home Journal*

Edited by Edward Bok

So completely oversold was the April

Ladies' Home Journal

that the May number will require an
edition of

More Than
Two Million
Copies

Such a demand for the magazine speaks louder than anything we can say. It breaks all records in monthly magazine circulation.

THE CURTIS PUBLISHING COMPANY



Learn some real facts about the selling value of a cloth binding. Write for our cloth-bound booklet, "Getting Your Booklet Across." Address INTERLAKEN MILLS, Providence, R. I.



Reduce follow-up overhead

Cloth-bound booklets and catalogues cut the cost of getting orders. They do the selling *at the start* and eliminate many follow-up sales letters. The cost of ONE of these follow-up letters will pay for the cloth binding. And the extra orders that the cloth-bound booklet produces are VELVET.

INTERLAKEN MILLS
Providence, R. I.



Linking Up Sales with Hobbies

How One Salesman Found His Customer's "Yes" Mind

By an Advertising Salesman

"THE fourth Duke of Northumberland had the interesting and unusual habit of climbing the highest trees on his country place. Visitors to the grounds would often see his face peering through the leaves of a tall tree like an owl from his lofty perch. He lived to a ripe old age and died in the ancestral home in 1762."

When this newspaper clipping, stuck away among the high society notes of old England, came to my notice, it meant real business. There was a certain man down in Houston Street who had money to spend on advertising and who for years had labored under the sneaking suspicion that his desire to climb trees was a mild form of insanity. It was his method of enjoying himself, however, and my little black book had him down as a "tree climber."

The following morning bright and early a talk on the Duke of Northumberland's prehistoric impulses, the subject of ancestry in general, and the keen joy of tree climbing resulted in a four-page contract. This same man, if approached on the subject of advertising, would wave the solicitor off in a haughty and insulted manner while he uttered the time-worn formula, "The list is closed, the appropriation all spent and my advertising manager is away on a vacation."

This well-known tree climber was one of a hundred men so listed in my book, and on the line opposite his name were the words, "Likes tree climbing," under the heading "Customer's Yes Mind." My old professor of psychology had told me that every man has two minds, so that in my first job I asked for the hundred men in New York City whom nobody had been able to sell on the magazine which paid me the handsome remuneration of \$10 a week "to start." I was looking for the "yes mind," the mind that could say "I

will take it." Not the mind which sat back all ready to say "No."

As I look over the book to-day and think of the different delightful and interesting experiences that this plan opened up, the wish often comes back that I had it to do all over again.

The question naturally arises as to how to find out the customer's "yes mind," the things that he will shut down his desk for, and talk about to the exclusion of all business. The hidden secret of the tree climber came out through a casual talk in the smoking car of a suburban train with a man who lived in the same town, and a note was made to go down in the black book at the earliest opportunity.

HOW CAMP-FIRES AND ADVERTISING LINK UP

No. 52 on my list was a hard nut to crack. He had been solicited by all kinds of salesmen for magazine space and, as a great favor he sometimes would come to the outside railing and say "How many times do I have to tell you that I am not interested in advertising?" It was hard to get a line on this man. I went out to his home town, about twelve miles from New York, and talked to the postmaster, the grocer, and the butcher even, but couldn't get a line on him except that he was an awful crab, extremely religious and not particularly popular in the village. The Presbyterian minister gave me the hunch. On summer Saturday afternoons he and my prospective victim took long walks on the mountain back of the town, carrying their supper, and Mr. Hard-to-Sell was the best little camp-fire builder in the State of New Jersey. He could build six different kinds of fires from wet, dry or medium wood, and at the construction of stone ovens at the foot of a tall pine tree he was second to none.

Two hours' study at the library

gave me enough material on fires to talk fairly intelligently, and then a thing happened which linked up with his hobby. On the way to the train on Monday morning, I stopped and watched an Italian who was trying to burn some leaves in front of my house in a high wind which put out about twelve matches before he made any progress whatever. Fresh from this experience I dropped in to see Friend Victim and waited patiently at the rail. When he made his charge from the inside office and said, "You know I don't want to talk about advertising," I said, "Neither do I. But have you ever thought about building fires? I had an experience this morning that has nothing to do with advertising particularly, but I thought you might like to hear about it."

A few words more on fires and I saw that old gleam in the eye which denoted interest, and edged my way through the doorway with the secret lock. In accomplishing this, as any good solicitor knows, it is well to fix the customer with the eye while the right hand sneaks under the railing and presses the little button hidden away, but previously mapped out by the eager salesman. Chatting about fires in general and campfires in particular, we walked back to his office—the first time I had gotten that far in forty-two visits. Every once in a while I kept mentioning the Italian and his fire of leaves and listening with great interest to Friend Customer as he told a few of his experiences.

Fifteen minutes of this conversation and he said, "What has all this got to do with my business?" Which was a long-awaited opportunity. Said I quickly, "You are building fires all wrong in your advertising campaign. You are using a full page in May and a full page in October to sell hair tonic, just as the Italian I was talking about this morning who was trying to build a fire and had his match put out by the big blasts of wind. How much better it would have been if Pietro Sylvestro, who fixes my furnace and

burns my leaves, had had a quiet, gentle breeze which, instead of putting out his matches, would have furnished a draft and consumed the pile quickly, gently and with no trouble; how much better in your case, if instead of the two big blasts once every six months, you used twelve quarter-pages as a gentle breeze to fan into active interest the minds of our almost a million readers."

This, as I remember it, was the opening gun of the barrage and the conversation shifted naturally to advertising. He ended up by writing on the back of his visiting card a note to his agents to discuss the advisability with me of smaller advertising used more consistently throughout the year. And directly as a result of that conference, his next appropriation consisted of two half-pages and ten quarter pages and my magazine was on the list for the first time in eight years.

There was another man I remember well, who at the words "There is open water this week up in Maine and I'll bet the trout will take a fly" would close his roll-top desk, turn around in his swivel chair and send out word that he couldn't see Mr. Anybody from Anywhere, as he was very busy for the next half-hour.

OTHER WAYS OF INSERTING THE ENTERING WEDGE

I will never forget the way old John Scullin's eyes flashed when I dropped in one morning with a brand new chisel that I had picked up at a pawn shop. It had a fine, broad blade, a fluted wooden handle and the initials of some carpenter or cabinet maker who had used it. Scullin was advertising manager for a food-product house and a classmate of his at Purdue had told me of the workshop down in his cellar and the furniture which he spent all day Sunday working on.

A little inside information about Charles the XII of Sweden would sell almost anything to one of the hardest men to sell in the agency field. Any talk of a walking trip through the Berkshires could se-



The expense of your stationery
should be considered relatively:
in proportion to the return
desired or expected

Price per thousand for steel engraved stationery may look high, on its face, compared with the cost of lithography; and the price of lithography high compared with letter-press—which is the commonly accepted order of elegance—but price per copy is of infinitesimal difference tho the optical or impression-conveying values do not change.

If yours is a business of large transactions, where everything tending toward prestige must be cultivated, rich stationery—superfinely done on superfine paper—is indispensable; and this is equally true of all your business literature and printed matter.

We have a gospel of quality to which we have lived up so consistently since we started 15 years ago that we have outgrown our city and have customers in Boston, New York, Philadelphia, Cleveland, Chicago and other cities well supplied with good engravers—not a few, but many; not chance or transient, but continuing. That gospel is outlined in some samples which we shall be glad to send you on request.

THE EDWARDS COMPANY

*Steel and Copper Plate Engravers, Lithographers,
Printers and Blank Book Manufacturers*

YOUNGSTOWN, OHIO

Speed up Returns from your Mail Advertising

with

STRATHMORE Quality Papers

1-Concentrate

your mail advertising where it does
most good

2-Concentrate

it on a selected list of prospects

3-Concentrate

it on Strathmore Quality Papers—



THEY make the selected list
successful

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The Strathmore Paper Co., Mittineague, Mass., will be
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cure the favorable attention, interest, desire and sometimes action of the vice-president of a motor truck company in Newark. No matter how unpromising a prospect looked on the first five visits, a little work would always result in finding his particular hobby and the things he liked to talk about. The information once secured, the sale was easy, if it were in any way possible to link up his hobby with what you had to sell.

My sources of information were all kinds of people in all kinds of places. I would first list the college and class of the man, if he had such a thing; his golf, tennis, fishing or hunting club; his church, the school his children attended, whether he had ever lived on a farm or any facts of a similar nature about his past; the names of his neighbors; where he kept his automobile, the kind of car he drove; where he spent his vacations. From these sources, somehow or other, the story of his hobby was always possible to find out.

The head locker boy at Sleepy Hollow once gave me information proving that while a certain agency man played golf, his real hobby was trying out new shaving creams and by a course of elimination, I was able to stop in his office one morning with a certain brand made in the Island of Trinidad which he had never used.

An architect from St. Louis who hadn't seen a certain classmate of his in five years gave me a tip which started me on a study of caves, especially the desire to find one somewhere in New York or New Jersey. A large, interesting and unusual cave near Peapack, New Jersey, a Sunday automobile trip and a fine day exploring the cave resulted in my getting on three lists which his agency controlled. Out of the original hundred names, perhaps twenty-five I am glad today to number among the best friends I have in the world and as a result of the system I have come to the conclusion that the average New York business man doesn't like to talk about

MODERN FARMING



The LOUISIANA-
MISSISSIPPI
FARM PAPER

"I CAN'T KEEP HOUSE WITHOUT MODERN FARMING"

So Farmer Eby, Ouachita County, La., wrote us the other day. Appreciated, too, because Mr. Eby is one of our most successful farmer-stockmen—just having paid \$10,000 for a Jersey bull and bought a string of 40 registered cows from Texas.

And we have many subscribers in Louisiana and Mississippi with even heavier livestock investments than the above.

Modern Farming's subscribers rank exceptionally high as a whole—evidence of their keen reader interest reaching us every day. They are spending their huge profits of recent years most freely on manufacturers' offerings advertised in Modern Farming.

Advertisers' keyed inquiry results show Modern Farming stacks up remarkably strong.

Published
semi-monthly
at
210 Camp St.
New Orleans,
La.

Representative:
E. Katz Special Advertising Agency
New York Chicago Kansas City

business. The old proverb "Business is Business" has been exploded many a time as far as I am concerned. Business is at least 60 per cent sentiment, perhaps more, and the bigger the man in industry, the more eager he is to talk about his own particular hobby.

There is only one difficulty in this system so far as I am able to find out. As a result of studying other men's hobbies for a long time you are apt to lose your own. Tennis always used to be mine, but after climbing trees, exploring caves, building fires and taking long walks in the woods my mind got rather mixed up on the subject, and tennis ceased to have all of my attention. All hobbies are good, probably the more the better, but if you want to spend a pleasant day some time this summer just try emulating the fourth Duke of Northumberland.

Maybe the Day Is Coming When They'll All Be On the One Price Basis

THE PHILIP CAREY COMPANY,
CINCINNATI, O., April 17, 1919.
Editor of PRINTERS' INK:

We recently tried to place through a branch office some 10,000 lines of advertising in a newspaper located in our branch office city. Upon investigation we found out that this newspaper had two rates—one rate, described as a local rate, was 8 cents per line; the other rate, termed the foreign rate, was 12 cents per line. The newspaper in question absolutely refused to take our advertising at the local rate, although it was to be placed by our branch office, so we were compelled either to pay a premium of 50 per cent because our head office happened to be located in another city or else forego the pleasure of advertising in this particular paper. Now, we feel that the newspaper in question is valuable to us, but we do not believe it is worth 50 per cent more to us than it is worth to the advertisers who happen to live in this particular favored city, and so we were regretfully compelled to curtail our newspaper schedule by one newspaper.

This incident, however, brought home to us the proposition of the two-price system which some newspapers have in effect. We feel that there must be a reason for such a system, but we have not been able to find it. It is our own opinion as manufacturers that it is possible to ascertain the cost of publishing a newspaper. We can accordingly enlarge this statement by saying that there is a certain definite cost on all advertising carried by the newspapers. However, if a local retail store sends the newspaper a mat for a 500 line ad and a

manufacturer located 100 miles distant sends the same newspaper a mat for a 500 line ad, then we must confess we cannot see how the newspaper can justify a selling price of 8 cents per line to the local man and 12 cents per line to the foreign advertiser.

We do not question the right of any newspaper to set its prices. It is very evident that a newspaper may profitably quote a reduced rate to an advertiser who agrees to use a certain space weekly throughout a calendar year. We can also see some slight justification for a paper having a sliding scale of prices based upon guaranteed amounts of space purchased by the advertiser during the set period. What we cannot find any possible justification for is the charging by a newspaper of one price to a local advertiser and a 50 per cent higher price to a foreign advertiser for the same identical amount of space.

We believe in newspaper advertising, but we do not believe in newspapers which have two prices for the same amount of advertising. We understand that most newspapers now have adopted the one-price system for their own use after having preached it to the retail stores for many years. We believe that these newspapers are right and that the two-priced papers are wrong. We recognize, however, that there may be numerous conditions connected with newspapers which we know nothing about, so we trust that one or more of our two-priced brethren will now come forward and justify the position they take when they say to the foreign advertiser: "My price to the local advertiser on this space is \$40, therefore my price to you is \$60."

O. A. BIGLER,
Assistant Sales Manager.

Fletcher Company Secures New Account

The Fletcher Company, of Philadelphia, has secured the account of the Biddle Motor Car Company, recently absorbed by the Magnetic Motors Car Company, also of Philadelphia. A newspaper campaign will be used in cities where there are Biddle distributors, in addition to national magazine and trade publications.

Goes With Hilo Varnish Corporation

John F. Neville, for many years with W. A. Tottle & Co., Inc., brush manufacturers of Baltimore, and Jas. A. McCafferty & Sons, of Brooklyn, is now with the Hilo Varnish Corporation, Brooklyn. He will call upon a special class of trade in New York City and vicinity.

W. Frank McClure Becomes Bank Advertising Manager

W. Frank McClure, chairman of the advertising council of the Chicago Association of Commerce, is now advertising manager of the Fort Dearborn National Bank of that city.

Advertising
GFC Co

The Green, Fulton, Cunningham Co.

FORMERLY THE CARL M. GREEN COMPANY.

CARL M. GREEN, PRES.

J. D. FULTON, VICE-PRES.

H. J. CUNNINGHAM, TREAS.

A. W. THOMPSON, SEC.

DETROIT

FREE PRESS BLDG.

CHICAGO

STEEGER BLDG.

We are infinitely less concerned with the thought that we have a reputation for holding our clients than with the thought of so serving our clients that nothing could justify them in leaving us.

LIFE has the smallest advertising selling staff of any publication of dominating value.

It is an advertising medium of such strength that its space is sold without need of dependence on other than its own value and circulation.

Rate based on 170,000 net.

Now 232,000 net and growing. Conservatively, over one million readers per week.

Live readers, too.

An A. always B. better C. circulation paper.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

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How the Selling Motive of the Victory Loan Campaign Was Found

A Process of Elimination That Made for 100 Per Cent Salesmanship

By N. C. Redmond

IT has been said of advertising writers and artists that they are quite as sensitive and as high-strung as the character of their work might encourage. Indeed, recurrent stories illuminating this supposed weakness are common knowledge—say the case of the very talented specialist, who, having a signed contract for \$10,000 for a series of ten pieces of copy, deliberately tore them up and cancelled his fat order, because one member of the firm wished to make certain changes and revisions.

We are familiar, also, with the famous illustrator who brought a finished canvas down on the head of a dignified clothing manufacturer, when that amazed person ventured a criticism or two.

War has performed various miracles, and there may be counted among these, the splendid spirit of collaboration that has been engendered by five Liberty Loan campaigns. Washington, a Secretary of the Treasury or two, and members of exacting committees wanted the best material it could get for these Loan drives, and just how to bring superior talent to bear, was somewhat of a problem. Advertising genius has no migratory nesting place. The agency man in California may develop a mental pay-streak that matches anything in New York, Chicago or other admitted centres of advertising activity. Big ideas, the sort that lift a campaign out of passive success and swing it on to national vigor, push up through the top-soil of the profession in the most unexpected places. For more and more it is coming to be the practise for advertisers to recognize a sound merchandising idea. The physical attributes of adver-

tising come secondary. Yet there was a time when agencies went out after accounts on the strength of gorgeous portfolios of proofed ads and framed picture originals. In those days we mistook display for salesmanship.

Uncle Sam knew that he must have very excellent material to sell these drives to the public. As a nation, we were not notably aggressive in sound investment. We wild-catted but we did not acquire a sound banking habit. We were not bond holders in the finer, larger sense.

Thus, it transpired that advertising men everywhere were given an opportunity to submit ideas. The various Federal Reserve Bank districts all submitted material—lots of it. Each publicity director of each district was empowered to ransack his territory for talent. It will be seen that this process meant a rather shrewd combing over of advertising brains.

COMPETED WILLINGLY, THAT BEST MIGHT BE FOUND

Everyone understood in advance what was to happen. The United States Treasury Department's War Loan organization could not hope to use all of the material submitted. A deadly proportion of it must inevitably be turned down. Frank R. Wilson and his committee wanted the best. And the Copy Jury was a just, unbiased one. By a deliberate process of elimination, one series of advertisements was to be selected. It did mean, however, that everyone had a chance and the War Loan organization could have visualized evidence of the various types of appeal that various minds created.

It must not be assumed that this system made for waste. The Copy

Jury had an eye to the moods and manners of all sections of the country. The proposition was big enough to justify a sweeping analysis of many advertising minds.

Long before a line was drawn or a paragraph written, a comprehensive scenario of just what the Treasury Department had to offer, in the way of practical sales ideas, was written out at length and distributed to the district publicity directors. That document was really remarkable. Just as in an average merchandising campaign, a business, a market or a factory, or all three, are minutely dissected, so did this intensive human portfolio of typewritten suggestions summarize possible avenues of approach. How could bonds be sold? What arguments would carry weight, now that the war was over? Was it to be sentiment or the investment idea? Page followed page of microscopic study of the public and its condition of mind.

These organizations went at their aggressive tasks just as if every individual advertisement was to be printed. It took on the color of a red hot competition, with all hands reconciled to a percentage of failures. And they were good natured about it, too.

Therefore, we contend that conditions such as this have assisted materially in eliminating some of that peppery, highly-seasoned temperament that was occasionally found. Good sportsmanship has been encouraged. "May the best man win" was heard more than once during this last Victory Loan. It requires a great deal of moral courage to grin complacently and squelch argument, when one or two advertisements only have been chosen out of fifty submitted.

The writer was present at a committee meeting in one of the districts, when some thirty agency experts were actually congregated in one small room, and no fur was seen to fly. Rivalry of the bristly sort, stopped at the threshold, as the thirty buckled down to production. I know a chap

who wrote two dozen pieces of text, sat up nights at it, wrote and re-wrote, putting his very heart and soul into his composition. Yet he was present when they were voted down in his own district organization and other copy substituted and he took it in exactly the right spirit.

A large proportion of the writers and artists took the stand that there was one serviceable line of approach only for this V Loan. The cupidity of the small investor must be aroused. If the Secretary of the Treasury could bring about a sufficiently alluring Government gilt-edged proposition, then, and only then, would a war-weary, bond-buying public respond as it had in the past.

CONTENDING FOR THE FINANCIAL THEME

It was contended that patriotism was now a weak theme. All of the pomp and pageantry and thrill of battle had seen its day. Even homely sentiment was not tenable. The American public would buy only when fed fancy investment bait. They had given and loaned until they were threadbare of heart interest and bugle-blowing.

Whole groups of advertising men were known rather to agree that this might be true. In the very midst of assembling 100-page advertisements, the most prolific and brilliant expert in the organization threw his hat down on the table with a whack and shouted out this statement:

"I've kept in as long as I can. I think we are a bunch of sentimental asses. This stuff we have done will never sell bonds! I know it—*know* it. We have wasted our time. The Drive will be the biggest fizzle the country has ever known. There's just one chance. . . . if the bonds or notes are made attractive enough from a financial standpoint, and if we concentrate all the advertising on that one theme, it may be put over."

And he was sincere in this contention. He himself believed it. So did many others.

But somewhere in the heart of

Here's a
**"Good Business Locality"
For Your Sales Message**

It will be in "good company"

*The Twice-A-Week Republic accepts no
medical or other objectionable advertising*

Placing your advertisement in
this publication is like establish-
ing your business in a first-class
business locality, where you draw
first-class trade.

**More Than 140,000 Each Issue
280,000 a Week**
For 55c a Line Flat

Ninety-one per cent of the cir-
culation on Rural Routes or in
towns and villages with a popu-
lation of 1000 or less.

Ninety per cent of circulation con-
centrated within first four postal
zones surrounding St. Louis.

The Twice-a-Week Republic

Member A. B. C.

ST. LOUIS, MISSOURI

Foreign Advertising Representatives

Cone, Lorenzen & Woodman

Chicago Detroit Atlanta New York Kansas City



The
HALL-MARK
of
QUALITY

ASKED why he used such liberal space in "PUNCH" to advertise his high-class goods, one prominent advertiser replied:

"Because the appearance of my announcement in its pages is in itself

**A HALL-MARK
OF QUALITY**
for my goods."

Is the "PUNCH" hall-mark of quality on **YOUR** goods?

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Boulevard Street
London, Eng.

things a flame of infinitely beautiful trust was burning, a trust in the invulnerable patriotism of the American people. The nation would buy bonds, not necessarily because it was a fancy investment but because we loved our country and our flag and our war record; because we were ashamed to dangle a debt at the heels of the slowing-down Juggernaut; because we honored the memory of our immortal dead who had paid their price without hope of interest.

Secretary Glass was a leader in this belief. He said it over and over again in the presence of groups of advertising men who were then at work on Victory Loan advertising. The campaign was to discard in no wise the sentiment of past drives. Nor was the thunder of the guns to die out because they no longer sounded in France. America would respond to the call of patriotism. It was something that clung to the flag, whether that flag was rippling to War or Peace.

**PATRIOTISM NOT GONE: WITNESS
THESE ADVERTISEMENTS**

There always seems to be a logical way if enough thought is put in it. And there was born the basic idea of "Pershing's Immortals," a series of twenty-five full pages, based upon twenty-five cases of supreme heroism shown by Americans abroad. General Pershing himself sent the brief citations and the names of the men, and the episodes were put into picture form.

Thus it was possible to introduce the martial spirit—the fighting and the sacrifice and the war element, although all that was of the past. It was validated by the form it took in its presentation.

No appeal was slighted in preparing the portfolios of ads, and while the investment thought was played up, the suggestions of Secretary Glass found idealistic visualization. He told some pathetic stories of little mothers whose sons had gone to sleep under the poppy fields of France, and they inspired artists to create such designs as "In Honor of the Gold

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Star" and "Your job is not finished until you put him back in his mother's arms." The former portrayed a quaint, white-haired country mother looking up at the gold star in the window, meshed into which was the misty replica of a soldier's grave.

To secure those two advertisements some fifty ideas were originated and discarded. Typewritten ideas came from every source, and were weighed in the balance. The artist who drew them was equally exacting with himself. Several pen techniques were attempted before one was deemed acceptable. The best that is in advertising was beginning to find expression. Personal equations counted for naught.

QUICK WORK FOR A SPECIAL SUBJECT

Here is another interesting incident of the way the committee worked. A woman's publication of great prestige expressed willingness to give a page to the loan. But the forms were almost ready to go on the presses. They were held until plates could be delivered and the issue was caught. The night the news of this space concession "broke," Mr. Gable, of Philadelphia, one of the active members of the Philadelphia district, sent telegrams to several artists, asking them to begin work *that same night* on designs covering the subject. The same description was given to each. Then, to make absolutely sure, several photographers who specialize in art studies for advertising, were also lined up. Models were boosted out of bed to pose before the camera. And by six o'clock the next evening one side of a room was papered with various renderings of *one* subject.

Mr. Gable knew that he must not fail. Suppose the first artist failed to catch the spirit of the theme. Suppose the second one did not grasp it. Suppose a number of them could not bear up under the time pressure. And all the while the presses were being held! It might be that a posed photograph would be inspired. And one design was sent to the

1500 Addresses Per Hour



**Belknap No. 4 Addressing
Machine**

Price

\$67.50

Each name and address an exact reproduction of typewriting.

Belknap stencils can be cut in your own office on your own typewriter.

Send for catalog and full information.

Other models from \$215.00 to \$2150.00.

**Rapid Addressing
Machine Company**

**32-46 West 23d Street
New York City, N. Y.**

THE NATIONAL COUNCIL

for Combating Venereal Diseases had some difficulty in getting their advertisements accepted by most of our leading papers.

When a letter was exhibited stating that, when space was available, the advertising would be printed in

London Opinion

every other publisher at once accepted the order.

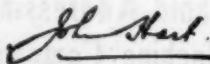
Do you require a better testimonial as to the value?

Even our brother publishers recognize our high standard.

You cannot use

London Opinion

unless your goods live up to our standard.



Advertisement Manager

LONDON OPINION
67 and 68 Chandos St.
Strand, London, W. C. 2

publishers' engraver that night! When the large advertisements were out of the way, it became necessary to scheme out small newspaper ads, single, double and triple column.

For it was wisely reckoned that in smaller towns, the merchants would be unable to obligate themselves for the full pages. With this in mind, a series was speedily produced. Type was set, plates made and proofs pulled. These were placed on display one night, when the time was getting dangerously short for changes or reconstruction.

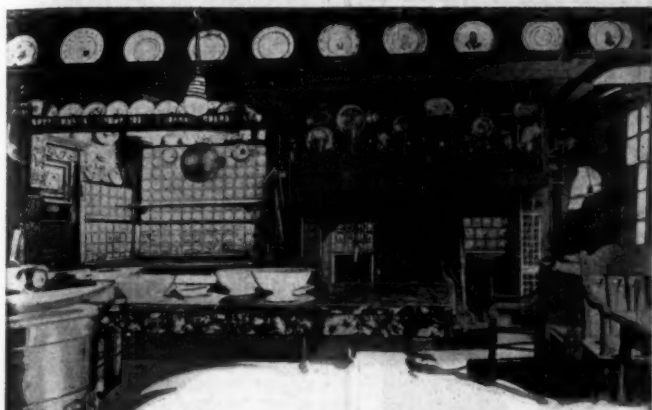
PREPARING COPY TO BE RUN IN SERIES

"I think this series could be improved," said one of the men present; "improved in the sense that they could be planned as units in the make-up of a paper. There would probably be more demand for them in the new form. I have to suggest that six illustrated small space ads be developed for use on the women's pages of papers, six for the sports page, six for the financial page, etc. Moreover, if these sets have a common bond of continuity, something to bind them together, something to give them continuity, I believe the newspaper can more readily persuade a merchant to run the entire six."

The idea was unanimously voted a good one.

Much of the other material was scrapped. Copy men wrote all through that night on text with departmental appeal. Artists did likewise. These sets carried the flavor of the particular page upon which they were to appear. For example—a picture of a football player kicking the goal, or a race horse just plunging under the wire, or a catcher ready to grab the ball as it swung over the plate, were all keyed to go with sport news features.

At the very last minute it was thought advisable to issue a number of advertisements directed to the labor element. With Bolshevik propaganda seething everywhere, some material should fare



A Famous French Kitchen

This is the kitchen of the William the Conqueror Inn on the coast of France. Excellent judges of fine cooking claim that the food prepared in this room is unequalled anywhere in the world.

One reason why French cooking is so good is that by the French, cooking is considered an art. This feeling results in kitchens that are a joy to the eye. To spend an hour making a sauce amid such surroundings is to French devotees of cooking just as pleasant as painting in a studio or embroidering in the boudoir.

Modern Priscilla readers are the kind of women who make home life beautiful and livable from garret to cellar. The Priscilla home departments dignify the preparing and serving of meals by making the work a fine art, delightful not only to the rest of the family but to the housewife herself.

Priscilla housewives are a wonderful group of people, Mr. Advertiser. They are eager to improve their homes in every detail from the addition of a grand piano to the drawing-room to the very latest labor saving utensil for the heart of the house - the kitchen,

THE MODERN PRISCILLA BOSTON

New York Office, 23-25 E. 26th St.

Chicago Office, Peoples Gas Bldg.



T. VICTOR HALL

Mr. Hall has been chosen a member of this organization because he is first of all a remarkably good draughtsman.

In our studios, working from the model, he has done some interesting character work in charcoal, that is more the type of fine illustration than the old-time commercial drawing.

The earnestness to please our clients with our drawings is as much a personal desire of Mr. Hall's as it is a desire of the organization.

Louis C. Pedlar, Inc.
Counsel In Art
95 Madison Avenue, N. Y.
Telephone Madison Square 511

forth, not only stimulating interest in the loan, but clarifying the clouded atmosphere generally. You see, these ideas were the final result of accumulative concentration on the subject. And many of them came at the eleventh hour. It was often necessary for a force of writers and artists to work straight through twenty-four hours.

Technical details in military and naval drawings were a source of constant and aggravating delay. There were too many soldiers back from France, to allow such designs to go through uncensored, for if there is one thing the soldier will not excuse it is a battle scene inaccurately drawn, insignias wrong, munitions of war untrue to the facts of the case.

GETTING WHITTLESEY AWAY FROM SPHINX CLUB TO CRITICIZE AD

One member of a committee thought it would make an excellent ad to show Major Charles W. Whittlesey, of the famous Lost Battalion, and his men on a hillside in the Argonne at the moment when, a German courier having offered safety if they surrendered, the dauntless young commander hotly retorted, "Tell them to go to hell!"

Newspaper descriptions of the scene were obtained and an artist drew the scene in finished form. It was a very fine and spirited design, too. Unfortunately, it was not correct as to detail. Any man who had seen the country would have laughed at it. Argonne trees, in that sector, were great; low-limbed veterans. The artist had drawn saplings. There were other errors also, and a returned soldier intimated that all was not well.

But the time element!

"Why not get Whittlesey himself to censor this drawing?" someone suggested.

But where was Whittlesey?

It was half past seven of a drizzly, miserable winter's night.

Frantic telephoning brought out the information that the Major was attending a Sphinx Club dinner that evening. He had been

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asked to speak. But a messenger—the artist himself—carried his design up to the Waldorf. Major Whittlesey excused himself long enough to sit down with the artist and diagram every inch of that dramatic episode of the Argonne, the trees, the holes in the gully that had been hastily dug, the positions of the men. No, the first drawing was "all wrong." What was more, Major Whittlesey personally signed the rough sketch as a further evidence of his hand in its production. And the artist worked through till morning, that accuracy might be established.

Thus we see that much has happened behind the scenes of the great Liberty V Loan advertising campaign that the public will never know—scenes of relentless desire for accuracy and quality. Back and forth, back and forth, went the waves of argument as to whether the negative idea should be introduced. Could a stubborn man be shown, with hand upraised in sarcastic resentment when approached on the subject of bond buying? Yet there were thousands of men in the streets who took that very attitude, who said: "No, I can't touch this Victory Loan. The war is over and I'm through!" The "ayes" had it and the design was drawn. It has made one of the most powerful of pages.

Chance played its strange part. What of the letter that came through accidentally from the Surgeon-General of the Army? The letter that said in one of its paragraphs: "The return of every sick or wounded man to his country and his establishment in a hospital where his condition will be cured or remedied as fast and as permanently as possible." This opened up a vista of the many, many reconstruction camps and hospitals—a more stupendous undertaking than most of us imagine.

It brought out the design of the blind doughboy, reaching out into space, his sightless eyes facing a world of eternal darkness. And in this design was written a bit of copy that sinks deep into the memory—is unforgettable:



Ask for samples of work you are interested in

"When Seconds Count"

Catalogs Broadsides Folders Circulars

When you want them—right—right away—at the right price. Then write, wire or phone

Kenfield-Leach Company
"Good Printing Quick!"

610 Federal Street, Chicago

Rely on K-L Service—as many of the largest national advertisers are doing



Parcel Post Carrier

The best container made for mailing your catalog or booklet. This container is made of good strong box board, thickness depending upon the weight it will be required to carry. Made to any size and with a Sure Lock; no Wrapping or Tying necessary.

Made Only by

Chicago Carton Company
4433 Ogden Ave. Chicago, Illinois

Prominent New York Agency
Wants

Copy Man

—a young writer who thinks clearly and simply. Who has the intuition that grasps the unsaid things along with the said—and who can translate both into direct, consecutive English—enthusiastic, but not overcolored by illusions about "brilliant" copy. This man is offered a chance to write copy on several famous accounts. Write in confidence, stating present work, salary and prospects. Box 107, P. I.

Wanted

For an Editorial Position

a man with general and feature newspaper experience. Preferably also with some general magazine experience. This is a good opportunity for a really live, practical man, a man with a wide experience of American life, with judgment as regards fiction, and with an instinct for discovering successful people. Address: M., Box 34, Station O, New York.

"—but sight had gone from his blue eyes—and he would never see again. Yet he only smiled and said:—"I won't complain; I felt I owed a debt to humanity—and I paid it as best I could!"

There were under fifty words to accompany the illustration of that blind boy—but thousands were written before those fifty were accepted. That has been the splendid spirit of the entire Victory Loan campaign!

Four Service Men Join McGraw-Hill Co.

The following Service men have become associated with the McGraw-Hill Company, New York:

Lieutenant David Cameron, of the U. S. Army Air Service, who will represent the *Electric Railway Journal* in the Western territory with headquarters in Cleveland. Mr. Cameron's connection with the McGraw-Hill Company dates back several years. He has been connected with both circulation and business departments of the *Electric Railway Journal*.

Ensign E. F. Paulson has been placed on inactive duty and has taken a position with the company as assistant business manager of *Ingenieria International*.

M. W. Perinin has been appointed an Eastern advertising representative of *Electrical Merchandising*. He was recently released from active duty in the Navy. Previous to his Naval service he was doing circulation work on the paper he now represents in an advertising capacity.

John J. Allen has rejoined the advertising service department of the company after several months in Naval Service.

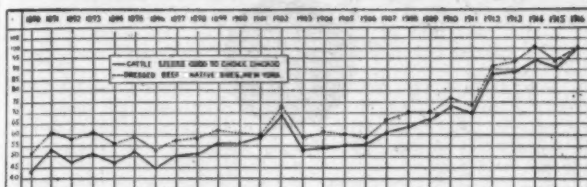
F. H. Agan Advertising Manager of Blumenthal

Fred H. Agan has been appointed advertising manager of Sidney Blumenthal & Company, New York. Mr. Agan was connected with the War Camp Community Service for the last year. Previously he was assistant sales and advertising manager of the Watson Tractor Truck Co., Canastota, N. Y., and before that assistant to the advertising manager of the Larkin Company, Buffalo, in charge of production.

Agency Appointed for Cleveland Tractor in Canada

The advertising account of the Cleveland Tractor in Canada has been secured by the Baker Advertising Agency, Limited, of Toronto. This agency has also secured the account of Christys, London, England, manufacturers of hats.

Why Beefsteak Is High



This chart was copied from Bulletin No. 226, U. S. Bureau of Labor Statistics. It is the latest that has been issued. 100=1916 price.

Remember when beefsteak was 20c a pound?

Now it's 40 and 50 cents a pound.

Why?

This chart shows that the price packers have had to pay for cattle has gone up with the price received for beef.

In fact, it shows that the "spread" between cattle and beef prices has been gradually reduced during the past 30 years—owing to competition among packers, their increased efficiency, bigger volume, and elimination of waste.

The packer's profit of only a fraction of a cent per pound of meat has helped to narrow this "spread."

Increased farm-production costs have made higher cattle prices necessary.

Swift & Company, U. S. A.





THE FLATO STUDIO
is an art organization. . . .

THE L. S. GOLDSMITH AGENCY
is a unique group of men, specializing in Textile and Apparel Advertising. . . Its art work is famed throughout the industry.

THE FLATO STUDIO is responsible for all illustrations, display originations, magazine and newspaper layouts used by the Goldsmith Agency, be they conventional, sensational or eccentric.

THE FLATO STUDIO can consider no other client in the field of Textiles and Apparels, but can serve advertisers and agencies in all other lines. . . It offers unusually intelligent co-operation and impressive results.

THE FLATO STUDIO
244 Fifth Avenue New York

The Day's Work in an Exporting House

No Place for an Amateur or a Superficial Worker

By D. E. Delgado

Export Manager of the Eastman Kodak Company

AFTER long experience in the export business with an organization which is supplied with means sufficient to obtain that which is most desirable, it is my opinion that a company going into the export trade should begin by selecting a man to look after the development of the business; one who has traveled, is thoroughly posted in export dealings and, if possible, one who has a knowledge of foreign languages. He should receive all incoming mail and read all outgoing mail signed by the correspondents and, in turn, he should divide the detail work and correspondence by territories between the other men who would be made responsible to him for the success of the sales and connections in their territories.

The export manager must arrange the detail work in such manner that he may be able to make various trips, say one every year, until he has visited all the countries with which he is doing business, and do the missionary work necessary in new territories so he may know where to send his salesmen and what to expect from them under the conditions. It frequently happens that a class of merchandise will find ready sale with comparatively easy work for a salesman in one territory, while a man working a great deal harder may not obtain as many orders in a territory close by, and the export manager should be sufficiently posted to properly judge the ability of his men, which he cannot do unless he visits the territory and becomes aware of conditions, such as competition, purchasing power

of the inhabitants, etc. These men should be sent out yearly to cover all or part of the territory and return to the office to handle correspondence, etc., and keep in touch with it.

Of such men would be required: First, experience in the shipping business; second, knowledge of some of the languages of the territory which he is to direct; third, traveling experience; fourth, a man who can code a cable efficiently and economically and who will not hesitate to use cables when necessary; competent to correspond in the customer's languages, or at least capable of writing, in addition to English, French and Spanish; the advantage of the man who controls French and Spanish being that he could write French and English to the Mediterranean and European countries and French and Spanish to Asiatic and Latin-American countries. Further, such man should, as soon as he is acquainted in a general way with the line of goods of the manufacturer, be sent to sell goods in the territory for the purpose, not merely to sell merchandise, but to get acquainted with the customers and with conditions in the various countries with which he will do business.

ACTUAL EXPERIENCE IN THE FIELD MOST VALUABLE

When this man returns to the office, he will be able to produce far better results, far in excess of what could be accomplished by many years of continued correspondence without personal acquaintance, and will be fitted to maintain friendly business intercourse. The first two mentioned conditions would be sufficient if the man is capable.

The manager of the export de-

Portion of address delivered April 24 at the National Foreign Trade Convention, Chicago.

partment should also have control of export credits, or the credit manager should comply with the arrangements made by the export man, for the reason that it frequently occurs that perfectly responsible foreign firms ask for extension of time on drafts, not due to their inability to pay, but the exchange market may have changed violently for various reasons and by waiting a few days or weeks the drafts could be met with considerable saving to the foreign buyer. The export man, not being busy with the details, can keep in constant touch with the fluctuation of foreign exchange, political and mercantile conditions of the territories, and can better judge the necessity for the request, much better than the domestic credit man, who, of necessity, is guided by set rules and justified by very different conditions. Liberality in handling credits is one of the best means of creating better feeling for the firm and greater assurance of pleasant business relations, which, in the last analysis, is the best business developer.

We will dissect one correspondent salesman's territory. This man first, should correspond in the languages of his territory and the export manager should hand him the correspondence of that territory.

THE ROUTE OF A FOREIGN ORDER

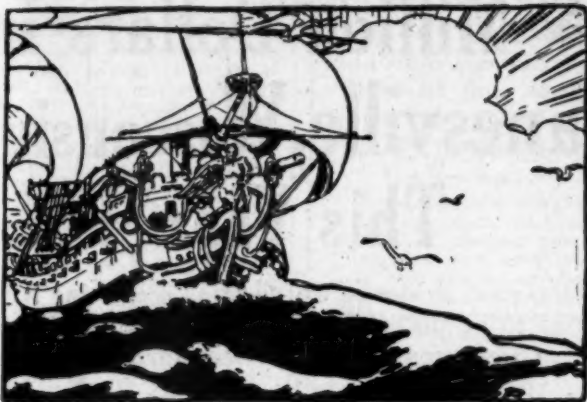
He, in turn, after looking over the orders, will see the credit man to find out, first, whether the party has any credit on the books; second, whether he has a letter of credit; third, whether there is a record that all of the drafts which have been drawn against him have been accepted, unless the credit has been issued without "recourse"; make sure that if the date of maturity has arrived the drafts have been paid, and if this information is not available, calculate the time for same; and if such time has expired, hold the order for further information, which may be obtained by communicating with the bank through which the drafts were sent, or by

telegraphing direct to the connecting bank at the point where the customer is located.

He will then, if everything is in order, pass the order to the order clerk who orders the goods from the factory (an entirely different process from the export commission merchant, who would in such case hand the order to the purchasing department to buy the goods). When this letter reaches the order department, sufficient copies of the shipping department ticket should be made so that one copy may go to each of the various plants or factories where the goods called for on the order may be prepared; the object being that each plant sends the part of the goods which they are to supply out of the order. Each ticket should have the same order number, and when they reach the stock room they would be specifically marked for that one order and in this way get the goods together much sooner than if the stock room clerk had to combine different order numbers.

Having passed the order department and reached the shipping department, the correspondent above referred to should see to it by regular visits to the shipping room that his orders move regularly to prevent packers from dispatching the smaller and easier orders in preference to heavy and more complicated orders; to see that stencils, binding and weights, gross, net and legal, conform to the requirements of the tariff of the country of destination, and also to be able to get an idea as to the size and weight of the shipments in order to write to his freight broker to engage space and secure shipping permit for the transportation of the merchandise to destination.

When the goods are dispatched and billed, the invoices, which should be made in Spanish for Latin-American countries and show the net, legal and gross weights, as well as the measurement of each case, and in addition, the net weight of each class of item packed in such case, should then be handed from the



Eastward Bound for England.

In on the Tide

*"There is a tide in the affairs of men
Which, taken at the flood, leads on to fortune;
On such a full sea are we now afloat.
And we must take the current when it serves,
Or lose our ventures."*

THE tide is running free towards trade prosperity and future fortune; the wind is all-propitious and the time is NOW.

Your barque—your business venture—fraught with products for the waiting mart, maybe is cleared for voyage, but the master-mariner has yet to win the wharf.

There have oft been ventures placed as yours is now. Many such good barques have we piloted safely to the quay; we know the ways, the channels and the openings that first must be negotiated before ever goods can reach the market-place.

Let us pilot your ship, using proved charts and soundings. If you have not yet a sale in England, let us tell you your chances. Ask for details of our Trade Investigation Scheme. It will save you valuable weeks in the long run if at the same time you send explanatory literature (if any) and samples of your goods with full particulars regarding Jobber, Retailer and Consumer prices.

The aid that has won success for present clients bespeaks success for you. We are yours to command—command us. Please address Trade Promotion Department.

SAWARD, BAKER & CO.

H. G. SAWARD, PRINCIPAL

Advertising Service, Printing and Sales Agency

Head Office: 27 Chancery Lane, London, W. C. 2, England

4½ Million Dollars in Janesville, Wisconsin, This Year

The General Motors Corporation is erecting what is said to be the largest farm tractor plant in the United States at Janesville, Wisconsin, and there has been apportioned 4½ million dollars for building operations this year. The erection of the plant is progressing rapidly. The city is already taxed to its utmost capacity for living quarters, new stores are opening and great activity is being shown in real estate, retail business is very good and at this time the city presents a business condition generally equal to that of a city several times its size. The population is growing fast and the predictions are that it will become the second city of Wisconsin in a few years. There is every reason why general advertisers should enter this field now and establish themselves for the flood of business that is present now and will grow as the city is able to house the additional population. The Janesville Gazette covers the field very intensely, it co-operates in every way and is a live daily newspaper with full Associated Press report, charter member of the A. B. C., and equipped in every way to meet the demands of the advertisers. Let us give you additional detail.

Janesville (Wisconsin) Daily Gazette

A. W. ALLEN, 1336 Peoples Gas Bldg., Chicago, Ill.

M. C. WATSON, INC., 288 5th Ave., New York City

billing department to the credit department clerk in the export department, and the railroad freight or express receipt is also to be handed to the credit clerk.

He will proceed: first, to insure in the open market or in the policy of the customer, or in shipper's own open policy, covering the various risks for breakage, pilferage and general damage, as required by the customer or as the class of goods necessitates, bearing in mind that insurance should cover, not only the amount of invoice, but local and ocean freights, as well as all shipping charges. An addition of 10 per cent generally would cover. Then follow instructions and forward the necessary papers and invoices to the freight forwarder accompanied by the declaration which the customer supplies for the purpose of consular invoice at the seaport and a certain number of copies to the customer abroad, keeping the required number to supply to the bank when drawing for the value.

This clerk should be the custodian of the letters of credit as he will in some cases have to attach these to the invoices and drafts to be sent to the bank at the seaport to negotiate when the freight broker delivers the endorsed steamship bill of lading to the bank. This is a matter which the manufacturers in the interior points of the United States have to be very particular about as the Consulates of the various foreign countries require that the man who signs the consular invoices be duly authorized by the manufacturer, and the freight broker, to whom such authority should be extended, requires that he should be given the exact phraseology that the customer requires used in the consular invoice for his goods.

The clerk doing this work must be trained to use great care as this matter demands very careful attention because in most foreign countries, particularly the Latin-American countries, a customer in any one town is apt to wish his goods classified under a certain

A New Invention which may revolutionize the Printing Industry is described fully in the May number of **THE PRINTING ART**

You Must Read It

More mechanical contrivances, more labor-saving machinery, and more ingenious devices have been created for the printing trade than for any other industry. Yet the printers, as a class, have not succeeded financially. What has been wrong? The answer is given in the May number of **THE PRINTING ART**, in the most remarkable article we have ever printed entitled "A New Era in Printing." Send thirty cents for the May number to

THE PRINTING ART
CAMBRIDGE, MASS.

Wanted— A Job

For A Woman Who Understands

Back of successful advertising that has an appeal to women is a woman's point of view—broad sympathy, intuition for the feminine niceties, and a something which transmutes bare merchandising into human interest.

But the woman we have in mind is also a man in the way she takes hold of a job. She not only gets things done in a woman's way, but she gets them done. For three years she did the promotion work for a publishing house whose name is a national by-word. Right now she is executive advertising manager for one of the country's great national advertisers.

We recommend her to any reputable manufacturer, whose advertising needs the guiding hand of a woman who understands.

Address "E. R.," Box 111, care
Printers' Ink



Copyright 1918

DOES it pay to feature nationally advertised goods? *Bannon Brothers, in Minneapolis, answered this question to their own satisfaction, as told on page 6 of the current issue of the Retail Public Ledger. One dollar pays for a year's subscription—twenty-four issues. Room 219, Public Ledger Building, Philadelphia.*

**Printers' Ink First Forms
Close Friday Noon.
Please Get YOUR Copy
in Early!**

paragraph of the tariff and a customer in another town may require the same goods classified under a separate paragraph of the same tariff, and any deviation would be apt to cause heavy fines at the Customs and the manufacturer would face a heavy payment in addition to disturbing pleasant relations. Inasmuch as the manufacturer in this country has no safe guide as to the interpretation of the tariff of each foreign country, he must of necessity comply with the wishes of his customers or else not accept the business.

EXPORT ASSOCIATIONS CAN RENDER HELP THAT IS VALUABLE

The firm doing export business should become a member of at least one of the associations which are in such a worthy manner assisting the manufacturers in this country to develop export business, for the reason that in an emergency when the export manager in a small town wishes to compare notes he can write to the association for information and also because of the fact that such associations generally have periodicals in which they publish inquiries from foreign buyers and keep the export manager in touch with the legislation, changes in shipping and tariffs, political disturbances in foreign countries, etc., which will enable him to better handle his position.

We note that of late Governmental departments are making efforts to teach foreign trade as well as foreign languages in urban universities as well as in business colleges and it is to be hoped that to enable our youth better to fit themselves to assist in the development of foreign trade, after they have graduated from high school, they should learn export technique as follows:

To correspond in Spanish and French;

To study the history of Latin and Oriental countries;

To practice patience in dealing with people of other races or other tendencies, without presuming to teach them our ways;

"Electrotypes—Quick?"

Then it's "**Rapid Service**" you want. We can fill your Electrotypes orders, Promptly—Efficiently—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotypes Company

W. H. KAUFMANN, President and General Manager

Largest Makers and Distributors of Advertising Plates in the World

New York

CINCINNATI

Chicago

REFERENCES—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what Rapid's Service means.

Underwood & Underwood, Inc. MOTION PICTURES

Our working plan consists of—

- 1—A study of the product.
- 2—A study of the selling points to be emphasized.
- 3—A clever scenario written around the product and
CONTAINING A HUMAN APPEAL.
- 4—Expert direction and execution.
- 5—A complete plan for national exhibitions.
- 6—A FURTHER PRODUCTIVE USE OF THE
FILMS AFTER THEY HAVE BEEN PUBLICLY SCREENED.

UNDERWOOD & UNDERWOOD, Inc.

Motion Picture Department,

6 East 39th Street.

New York City.

THE SUPREMACY OF THE LOS ANGELES TIMES

Over all its local contemporaries in the volume of advertising printed becomes greater day by day.

THE LOS ANGELES TIMES *for the first three months of 1919 carried—*

—over 67% more paid advertising than any other Los Angeles morning newspaper.

TOTAL PAID ADVERTISING

LOS ANGELES TIMES	- -	4,173,988	Lines
Los Angeles Examiner	- -	2,485,924	"
LOS ANGELES TIMES' lead	-	1,688,064	"

—over 85% more classified advertising than any other Los Angeles morning newspaper.

CLASSIFIED ADVERTISING

LOS ANGELES TIMES	- -	1,360,786	Lines
Los Angeles Examiner	- -	733,264	"
LOS ANGELES TIMES' lead	-	627,522	"

Compared with the same period of 1918 the LOS ANGELES TIMES gained—

—over 700% more than any other Los Angeles morning newspaper.

LOS ANGELES TIMES gained	970,606	Lines
Second Morning Paper gained	119,154	"
LOS ANGELES TIMES' lead	851,452	"

The LOS ANGELES SUNDAY TIMES carries a greater volume of paid advertising than the Sunday Examiner and the Saturday issues of the three evening papers combined.

Foreign Representatives:

WILLIAMS, LAWRENCE & CRESMER CO.,
Brunswick Building, New York City. Harris Trust Building, Chicago, Ill.

R. J. BIDWELL CO.,
742 Market St., San Francisco L. C. Smith Building, Seattle

To be accurate and careful, considering that small mistakes, which could be rectified at home by the following mail, would cause the expense of cabling or heavy fines abroad;

To obtain a very good knowledge of world geography and habits of the people of other countries;

To study the technique of marine insurance;

To study the details of foreign exchange and foreign moneys.

With such experience we should in a few years create a body of capable export merchants, placing our nation on a par with European merchants who have been developing their youth in such manner for many years.

The Sales Activities of the Winchester Arms Company

By Fowler Manning

General Sales Manager of the Winchester Arms Co.

Sales research and investigation.

Selection of new products and styles.

Standardization of products and styles.

Planning of containers and methods of packing.

Formulation of sales policies.

Determination of methods and programme of distribution.

Preparation of master plan of advertising.

Detailed planning and execution of advertising.

Preparation of catalogues and other product literature.

Planning and installation of exhibits.

Determination of sales budget.

Determination of master sales quotas and shipping schedules.

Formulation of bonus and other incentive plans.

Determination of selling prices, terms and discounts.

Preparation of selling equipment.

Preparation of procedures to

U. S.

Government appropriated \$5,000,000.00 for the erection of homes to house the skilled artisans and speedy ship workers in the City of Chester, Pa.

There is no dull reconstruction period here; the mills, factories and two huge shipyards are working on a 100% production schedule.

Here is a big purchasing power—a mass of steady, intelligent workers who will read and believe your effective appeal if printed in the

Chester Times and The Morning Republican

Member of A. B. C.

Foreign Representative

FRANK R. NORTHRUP

303 Fifth Avenue New York City

Association Bldg., Chicago

Photoplay Journal

(DON'T CONFUSE THE NAME)

The attractive cover design may influence the first sale—the quality of contents decides the regular monthly purchase after that. "Ask the man" at the newsstand.

Published in Philadelphia
by CENTRAL PRESS PUBLISHING
COMPANY, 1315 Cherry St.

Represented in the East
by S. M. GOLDMAN, 303 Fifth Ave., N. Y.

Represented in the West
by JOHN A. TENNEY, Morton Bldg.,
Chicago.

PRODUCERS OF FINE PRINTING



393-399 Lafayette Street, New York
Telephones, Spring 6452-3-4-5

Advertising Man Wanted

A large manufacturing concern selling in a national way through salesmen and dealers, desires an experienced man.

Applicant must have a good education, be an experienced letter writer, a good correspondent, capable of handling a large amount of detail work, and have the ability to prepare attractive dealer literature.

Address, stating education, experience, age and salary desired.

• "L.M." Box 112 Printers' Ink

YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS

B & B SIGN CO. INC.

341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases

standardize programmes, methods and equipment.

Inspection of maintenance of policies, programmes, methods and equipment.

Planning and inspection of graphic controls of sales operations.

Maintenance and supervision of sales production forces, field, branches, home office.

Maintenance of selling equipment.

Execution of distribution programme.

Maintenance of selling schedules and quotas.

Maintenance of exhibits, supervision of shooting campaigns, etc.

Maintenance of gun repair service.

Issuance of detailed orders and schedules for maintenance of stock of finished goods.

Planning and scheduling of shipments.

Pricing of invoice tickets.

Maintenance of correspondence and service work.

Maintenance of credit research and records, follow up collections.

The foregoing is an outline of our sales viewpoint, but is applicable to any business.—"The Lewis Bulletins."

The Run on Talking Machines in England

I am informed on good authority that both Queen Mary and the Queen of Roumania have been buying gramophones, so after all there is really a chance of a little music in the parlor. Most of us were under the impression that the supply of these vivacious instruments had been exhausted by the munition workers.—*London Mail*.

Carlton McNaught Enters Agency Field

Carlton McNaught, formerly of the editorial staff of the *Toronto Daily News*, has joined the copy-writing staff of J. J. Gibbons, Limited, advertising agency, Toronto.

Wiley to Address Juniors

Louis Wiley, business manager of the *New York Times*, will address the Junior Advertising Club of New York on the evening of May 2, at the New York Advertising Club. His subject will be "Censorship of Advertisements."

SOUTH AFRICA!

Annual Imports (Approximately) £40,000,000

Annual Exports (Approximately) £70,000,000

Total Annual Trade £110,000,000

Every Class of CONSUMER, TRADER, MERCHANT and MANUFACTURER can be reached by the use of the following South African publications:

TRANSSVAAL PROVINCE

THE STAR (Johannesburg). Daily.

STAGE, CINEMA AND S. A. PICTORIAL. Weekly.

KLERKSDORP RECORD (Klerksdorp). Weekly.

THE NONGQAI (Pretoria). Monthly.

POTCHEFSTROOM HERALD. Twice weekly.

DE WESTELIKE STEM (Potchefstroom). Weekly.

GOLDFIELDS NEWS (Barberton). Twice weekly.

SPORTING STAR (Johannesburg). Weekly.

S. A. MINING AND ENGINEERING JOURNAL (Johannesburg) Weekly.

CAPE PROVINCE

THE CAPE ARGUS (Cape Town). Daily.

THE WEEK-END ARGUS (Cape Town). Weekly.

E. LONDON DISPATCH (East London). Daily.

EASTERN PROVINCE HERALD (Port Elizabeth). Daily.

QUEENSTOWN REP. AND FREE PRESS (Queenstown). Daily.

INDUSTRIAL SOUTH AFRICA. The Trade Paper of South Africa. Monthly.

SOUTH AFRICAN LADY'S PICTORIAL. Monthly.

ORANGE FREE STATE

BLOEMFONTEIN FRIEND. Daily.

DE VRIEND DES VOLKS. Twice weekly.

THE FARMERS' WEEKLY. SOUTH AFRICAN FARMERS' ADVOCATE (Bloemfontein). Monthly.

NATAL PROVINCE

THE NATAL MERCURY (Durban). Daily.

THE NATAL ADVERTISER (Durban). Daily.

THE NATAL WITNESS (Maritzburg). Daily.

THE LATEST (Sporting) (Durban). Weekly.

THE PICTORIAL (Durban). Weekly.

RHODESIA

BULAWAYO CHRONICLE (Bulawayo). Daily and Weekly.

RHODESIA HERALD (Salisbury). Daily and Weekly.

RHODESIA ADVERTISER (Umtali). Daily and Weekly. RHODESIA AGRICULTURAL JOURNAL (Salisbury). Bi-Monthly.

PORTUGUESE EAST AFRICA

LOURENÇO MARQUES GUARDIAN (Delagoa Bay). Twice weekly.

THE BEIRA NEWS (Beira). Twice weekly.

Tariffs, Specimen Copies and full particulars can be obtained through the leading Advertising Agents in America

Argus South African Newspapers Ltd.

(INCORPORATED IN THE TRANSVAAL)

82-85 Fleet Street

London E. C. 4, England

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Russell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KITTLE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line—net. Minimum order \$2.50.

JOHN IRVING ROMER, Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

John Allen Murphy Roy Dickinson
Frederick C. Kendall Burnham McLeary

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, MAY 1, 1919

War Department Adopts Modern Advertising Methods

The Government has been so often accused, and with cause at times, of allowing red tape to interfere with action, that it is a pleasure to call attention for once to the other side.

Army red tape has been the particular target of the writers' comment, yet this time it is the army which has secured quick results. On March third, a group of advertising men addressed by invitation thirty-two army officers at the New York Advertising Club and gave them information on commercial practices which might with profit be applied to the recruiting problems of the army. The officers listened carefully, took notes and went their way.

"One more convention, nothing done," said the skeptic; only in this case he was wrong. Within twenty-four days the army had not only changed its age-old advertising sales and copy plan, but had secured offices, fitted them out and was putting the idea the officers had listened to, into actual and successful operation.

Any advertising manager who has tried to get a board of directors to change a tried sales and advertising policy for a new and unused scheme put up by men outside of the business will appreciate what this means. The army, with its new educational appeal, described in another part of this issue, undoubtedly has something to sell which will be of interest to young men of America, and which will secure the attention of a different class from the floater copy used in the past.

It is to be hoped that a request for an advertising appropriation to carry on this work, to buy advertising space as the Government buys any other commodity, will secure as prompt action as the request for a change in recruiting methods.

Forward Steps in Educating the Retailer

Some pessimistic advertisers who have been wondering if ever on this side of Jordan the retailer will get properly lined up so as to do his full share in the great work of distributing merchandise will be interested in the official recognition given their problem by the Kansas legislature. These wise law makers have just appropriated a considerable number of good American dollars in order that the retailers of that commonwealth may receive one week of intensive instruction each year in the State university.

Thus official approval has been placed upon the merchants' short course idea which has been carried on with some measure of success by such universities as Kansas, Illinois and Minnesota. The big and encouraging thing connected with this appropriation is the fact that the retailers themselves got

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behind it and secured its passage. Impress retailers to such a recognition of their shortcomings that they will go before the legislature and get money with which to correct the faults and you have a condition that promises volumes for the future.

The university short course idea is good. Naturally being new it has weak points that are going to be eliminated in time. But if it does nothing more than place the retailers in a receptive mood so they can better co-operate with the service and advertising efforts of manufacturers much good is going to be accomplished for all concerned.

Up to now one of the flaws in the plan has been the tendency to introduce interesting rather than instructive speakers. Some of the most successful retail merchants of the country hesitate to appear before an audience. Or when they do appear they make a poor showing and do not get their message over. On the other hand there are many theoretical and talkative gentlemen who can discourse in an entertaining way about things that they imagine could or should be.

What the retailer needs is bed-rock facts. He is getting more of this in the university short courses each year. Many well informed advertising men believe therefore that the plan eventually is going to be a real power in getting the retailer into line.

Come to think of it, there certainly are many worth while business educational influences at work in this country right now, the net and combined results of which are going to be surprising some time. There are movements of import like the education campaign undertaken by the United Typothetæ of America to make printers real business men. There is the state university short course idea. There is the rapidly increasing recognition of educational work by various retailers' associations. One state association is planning a series of monthly bulletins to be produced by retail experts for the guidance of the association members in all matters

relating to the advertising, distributing and selling of goods. There is the refreshingly progressive tone of the trade press which very frankly tells the retailers their faults and gives them constructive help.

PRINTERS' INK has been outspoken many times in indicating the retailer's shortcomings. It is hardly necessary to say that this attitude has been brought about by a desire to assist rather than criticize. It is with decided approbation and satisfaction therefore that we view this great onward movement. There is much to be done. Things like this cannot be accomplished in a day. But we are satisfied that real attainment is going to be reached much sooner than some people expect.

Bad Business Isn't Good Advertising

There is a queer concept of advertising entertained by certain manufacturers, who freely use the word in justification for wrongful business methods or in apology for losses incurred. Having suffered a business reverse, they affect the philosophic attitude and exclaim, "Oh, well, it was good advertising." There are certain lines of industry in which, through the frequent reiteration of this kind of phrase, those associated with it finally come to think that they are really dealing in advertising when they undertake business risks and meet with business setbacks. Obviously, it would be good policy to discredit such an abuse of the word.

A not inconsiderable section of the garment industry is affected by the erroneous notion alluded to. The greater part of the industry is conducted on certain well-defined levels, some of which, of course, are in the plane of the soundest business methods. In other sections, however, where a remarkably large percentage of the business is conducted and where a combative rivalry exists on an astonishing scale, quaint notions on economics are commonly entertained and it is here that the heresy about advertising is to be found rampant.

Some of the garment makers in these nether grades are in a highly speculative business. They deliver their wares over a wide area to retailers who have either dubious consideration, or none at all, from the mercantile agencies. With good luck in a boom period they get by smoothly. They have spread their wares and their name; it is "good advertising"; they may then grade up to the higher levels.

In normal times their losses are heavy—"advertising expense." Imagine the state of mind and the business acumen that can contemplate bad business as good advertising. In poor times, of course, such manufacturers are "advertised" out of existence. The clothing manufacturer of this category is the source of whatever nightmare dreams afflict the credit insurance companies, for the latter know by hard experience what a delicate business proposition he is. Yet usually he is keen for credit insurance of one kind or another and often the credit insurance companies properly so-called, accommodate him. First, however, they fix his initial loss—the percentage of the total turnover of the year that he himself will have to bear as loss before he can begin to come back at the company—at a relatively high figure. Then they take the basic premium rate for his line and they fix limits, as far as the company is concerned, on the amount of business he may do with inferior mercantile ratings, and finally they determine the percentage of his losses in which the insurers will undertake to share. Ordinarily, the manufacturer has to go to the bad pretty thoroughly before he can land on the credit insurance companies. And yet he will pay the not inconsiderable premium involved and again call it "advertising expense."

Those who have come in contact with this class of manufacturers will testify to the strange absence of elementary business principles which exists side by side with a notable native shrewdness, with expertness in production, with an untiring energy, an impatient eagerness to turn over merchan-

dise and a relentless driving of their whole business organization.

The lessons which the credit insurance companies could teach them have never been learned. They cannot see that their uneconomic methods are an injury to their own business. Perhaps, they would little care if it were pointed out to them that they are an injury to those in the higher levels of their industry and a wrong to the community. Undeterred by the misfortunes of those who have preceded them in the line, they have rushed in where the wise ones fear to tread. They know only the rut of their own business. And yet they prate of advertising; they have their own notions of it, but they are wrong notions.

If they were instructed in the possibilities of advertising properly understood and of its mighty role in modern business development, it is conceivable that they might change their methods. If they knew that advertising in reality is positive and constructive, they might be led to invoke its aid and protection. They are not, of course, in business merely for its risks, even if they regard their own special line as to a considerable extent a gambling proposition, so that it would seem reasonable to expect that they would prefer, if the way were shown, to them, to follow the paths of greater safety. At any rate, it would be a service all around to remove from them any pretext for continuing to abuse the word advertising.

Fearing Advanced to Advertising Manager

Benjamin H. Fearing, for the last year assistant advertising manager of the Hurley Machine Company, Chicago, has been made advertising manager of the company. Mr. Fearing was formerly advertising manager of the St. Petersburg, Fla., *Times*.

Joseph Richards Co. Secures New Accounts

The Joseph Richards Company, Inc., New York, has secured the advertising accounts of the Gem Cutlery Company, New York, and the Parsons Paper Company, Holyoke, Mass.

Do you read circular letters?

Well, what makes you think those *you* send out get read?

There's only one right way to get out a circular letter.

Have it *typewritten*.

Oh, yes, you can, Mr. Smith—25 copies or 50,000 or any other number.

By the Hooven Service.

HOOVEN letters are genuine letters, typewritten on the HOOVEN 'AUTOMATIC TYPEWRITER—a standard machine operated at high speed by electricity—and they are just as personal as any dictated letter.

"Yes, but how do they cost compared with 'process' letters?" *Maybe a few extra dollars on one thousand. Exact figures all ready for you. Ask.*

But that question ought not to belong at all. Listen: *Replies*:—that's what: A fair estimate of replies on "process" letters is 2%. Everybody says so. From Hooven letters 25% is common—40%—50% and even 60% frequent. 8% is the poorest report we receive.

**Here's the 'phone number—4144
Madison Square. Hooven Service,
387 Fourth Ave., N. Y.**

Many advertising agents find it profitable to work with Hooven Service.

HATCHING \$800,000 a year from a nest-egg of \$150 is pretty successful merchandising, but that's what James F. McGrath, of Lawrence, Mass., has done. His story is told on page 6 of the current issue of the Retail Public Ledger. \$1 sent to Room 219, Public Ledger Building, Philadelphia, pays for a year's subscription—twenty-four issues—of what has been called the best business-building magazine for merchants in America.



THE RICHEY DATA SERVICE

The facts at your finger-tips when you want them, accurate data on advertising, sales and business conditions issued monthly on loose-leaf sheets for pocket binder. Ask for bulletin, folder and sample sheets.

THE RICHEY DATA SERVICE
493 Meridian Life Bldg., Indianapolis

ARTIST

An Illustrator familiar with advertising work, who has ability and is desirous of doing bigger things will be interested in the opportunity we have for him; also good designer and letter man. Write with samples.

Neilson-Carter-Atherton, Inc.
1133 Book Building Detroit



PRINT IT
Photographically
in the
NEO-GRAVURE
PROCESS
NEWSPAPER & MAGAZINE INSERTS

NEO-GRAVURE PRINTING CO.
200 William Street New York

The Tremendous Cost of Hiring

JACOB E. DECKER & SONS,
MASON CITY, IOWA.

Editor of PRINTERS' INK:

Will you advise us what the up-to-date methods are in figuring cost of labor turnover?

Perhaps you have some forms or information in your files which would give us the desired information.

G. H. HANMER.

AS a number of requests of a similar nature have recently been received by PRINTERS' INK, it seems worth while to give the resumé of a recent statement on the subject issued by the United States Department of Labor:

"Approximately \$200,000,000 are wasted every year in the United States in labor turnover," is the statement of Charles T. Clayton.

"The cost of hiring a man runs from \$10 to \$200 and the average charge against the employer on this account is more than \$50.

"With a total working population of the United States estimated at 40,000,000, a turnover of 250 per cent, an average rate for the country at large, means that the total number of annual hirings equals the entire population of the country. This constant flux and change in industrial organization represents a tremendous hindrance to production—and to profits. It signifies a heavy expense for unproductive effort. It is an outgo that bears little or no relation to output. Unless American manufacturers can guarantee for themselves a stable system of production they are likely to remain under the present handicap."

PRINTERS' INK from time to time has published articles suggesting how advertising can help cut down labor turnover.—[Ed. PRINTERS' INK.]

Dingwall Leaves Butterick to Engage in Business

J. Alexander Dingwall, Jr., is leaving the advertising department of The Butterick Publishing Company, New York, to engage in the oil producing business as a member of the firm of Dingwall & Wallace. Mr. Dingwall has been with the Butterick company for eight years.

WANTED

A General Manager

The country's largest manufacturer of greases, oils, enamels, dressings, polishes, and miscellaneous chemical specialties, mainly for the automobile trade, must have a clean-cut, aggressive, executive of big calibre to assume direction of the corporation.

Experience in all phases of general management — purchasing, production, organization, finance, and sales development—is an absolute requisite. Ability to co-ordinate the work of manufacturing and sales departments, supervise the operation of sales branches located throughout the United States, and expand large-scale, nation-wide distribution of high-grade products must be proven.

Replies will be held in the strictest confidence. The man who gets this position will sell himself largely by his answer to this advertisement; complete details of age, business experience, and, above all, of business achievements, should therefore be given.

Address "H. T.," Box 109, care Printers' Ink.

The Little Schoolmaster's Classroom

AN artist friend of the Schoolmaster, a man well known for his creative genius in illustrating advertising, explains some of his little tricks for obtaining certain effects.

Suppose he desires to get the impression of a certain color in a halftone illustration, he introduces some object which has a impression of a certain color in stance, grass to convey the impression of green. Now, we will assume that he has a girl in the picture and he wants to show her in a *green* sweater. He makes the grass and her sweater identically the same tone gray while the rest of the illustration is either much stronger or much lighter.

One striking example of this was an advertisement for a brown shoe polish which he was just completing. There were three characters in the illustration—a young man, his sweetheart, and her father. The artist wanted to convey the impression that they were wearing *brown* shoes.

How did he do it? He introduced the end of a leather suitcase on one side of the illustration, made this and the shoes in a gray of about three quarters intensity and kept the rest of the picture in light gray and solid blacks.

The suit-case suggested *brown* and carried the idea of brown to the shoes. The remarkable feature of it was that in a test where seven different people were asked the color of the shoes, all were sure they were *brown*, yet only one knew why the shoes looked brown and was able to detect the significance of the leather suitcase in the forming of his opinion.

The artist brought up another point of great value to advertisers who use car cards.

Any card in color where the color is of any importance at all, should be tested in artificial light before it is passed on to the lithog-

rapher. Many cards, beautiful in the daylight in which they were painted, are completely spoiled when shown under electric light in street cars or subway trains.

Sometimes the colors will not harmonize under artificial light, but the chief trouble is the tendency to lose the effect of combinations, such as black on dark blue.

* * *

The curved surface on which most car cards are attached is responsible for many distortions and faulty perspectives. While it would be difficult entirely to overcome the trouble caused by the curvature of the card, the artist should know of it and of its effect, and plan his illustration so that the appearance of distortion is reduced to a minimum.

All of which the Schoolmaster passes on to the Class, not only for the tangible information in it but to show how closely the sincere advertising artist studies his subject—which is without doubt the reason for the ever-upward trend in advertising art.

* * *

Opponents of woman suffrage have been heard to remark after certain elections in which women voted that the new members of the electorate did not change the result one way or another. There were certain of the recently-enfranchised voters who had Democratic predilections, others Republican, Socialist, and so on, but when the count was made the results were about the same as they would have been in the unenlightened days when the Cause was merely a consummation devoutly wished for. Even in votes on the liquor question a large portion of the women—sad to relate—were said to have lined up in favor of the status quo.

There is one instance, however, that the Schoolmaster knows of where it seems to him almost certain that women were won over

Farmers and Bath Rooms

Farmers are the most prosperous of any single class of people in the country today. Their money is being spent for useful and desirable additions to provide comfort and convenience. Among these are *heating plants, bath rooms, water supply systems and lighting systems.*

Metal Worker, Plumber and Steam Fitter

has for years been teaching its readers how to secure the farm business and make it profitable, and they are taking advantage of present circumstances. Your point of contact with farm business can be reached through the advertising pages of this publication.

68% of its circulation is in communities of 25,000 and less, which are the focal points for country business.

Hook up your own campaign to the Trade Extension movement now getting into full swing. The Big Convention Number, to be issued June 6th, will reach seven national conventions in the field of this paper.

Metal Worker, Plumber and Steam Fitter

243 West 39th Street

New York

Affiliated Publications in the Building Field:

THE AMERICAN ARCHITECT :: BUILDING AGE

All Members A. B. C.

"THE Chief Nut" is the way that one of the most successful business men of Seattle signs himself, but that the title is sarcastic is evident from the fact that he built a \$5,000,000 business on \$40 and five barrels of peanuts. See page 3, current issue, Retail Public Ledger, \$1 a year—twenty-four issues. Room 219, Public Ledger Building, Philadelphia.

Checking Up On Dealers

Are you getting full returns in use of advertising helps, electros, etc., that you furnish to dealers? Press clipping service will help you find out. National or sectional fields covered.

CENTRAL PRESS CLIPPING SERVICE
Suite 1109 K. of P. Bldg., Indianapolis, Ind.



**Your
House
Organ**

\$35 to \$50
a thousand

Ask for Details

George Seton Thompson Co.
122 W. Polk St. Chicago, Ill.

help! help! help!



Mr. Busy Editor: let me fictionalize your trade problem with human interest and brass tacks.

Chester A. Grover, 19 S. La Salle St., Chicago
"ask for proof"

FOREIGN LANGUAGE PRINTING

Catalogs - Booklets - Circular Letters
Translating - All Languages

FOREIGN TRADE PRESS
Tel. 3234 John 106 Fulton St. N.Y. City



**Howell
Cuts**

for houseorgans
direct mail and
other advertising

ask for proofs

Charles F. Howell • 307 Fifth Ave. New York

to a candidate because they were women. And because advertising played an important part in the campaign, it is worthy of relation here.

The scene was set in Oklahoma City; time, the city election held April 1; star performer, Eugene S. Wells, running for school treasurer on the Republican ticket. Be it noted that Oklahoma City "flavors powerfully" of the Solid South—that the real fight for election is usually in the Democratic primaries.

The spring election was no exception to the rule, except in the case of school treasurer. Five days before election Wells cut loose with big newspaper advertising written in the first person. The copy carried the appeal that he wanted the position because of what it would mean to a young fellow of twenty-seven in the way of salary and prestige. Along with this, Wells' picture was played up in both civilian and "gob" garb, and if the Schoolmaster is any judge of masculine pulchritude, Mr. Wells is not at all bad looking.

Listen to this extract from the final advertisement:

GENE'S LIFE

Has lived in Oklahoma City the most of his 27 years.

Graduated from Oklahoma City Public Schools.

Entered Farmers' National as Messenger, rose to Clerk, Bookkeeper, Manager of Collection Department, Teller.

Enlisted in Navy to help Uncle Sam lick the Hun.

Honorably Discharged. Then returned to bank as Manager of Discount Department.

And then to this—his summing up:

*This Position Means Much
To Me, Personally—*

It means something to a young fellow like myself. Do you suppose the office means anything to my wealthy opponent, other than what it will do for his bank? This is my last say before election. Missus, Miss and Mister Voter, now it's up to you—
**DO YOU WANT ME OR A BANK
TO BE YOUR SCHOOL TREASURER?**

Who do you think won the election—Mr. Wells, or his "wealthy opponent?" Yes, Mr. Wells was chosen, switching the votes of 5,382 Democrats. He polled 9,107 votes, while in the primaries the Democrats registered 10,246 against the Republicans' 3,782!

All of this is not to be attributed to the women voters, of course, but the Schoolmaster opines that they, in connection with the advertising, did more than their share.

Doesn't Want His Daughters To Smoke

MOYER MANUFACTURING COMPANY,
MONTEVIDEO, MINN., April 21, 1919.
Editor of PRINTERS' INK:

Please pat "Advertising Agent" (page 53, April 17 PRINTERS' INK) on the back in re "Cigarettes." My three little girls are studying these self-same ads.

All I can think about the cigarette crowd of manufacturers is that they are a bunch of damned heartless hogs—who ought to be in Germany. Any anti-cigarette campaign will get some of my money any time it wants it. And I smoke. Yours truly,

MALCOLM B. MOYER, President.

Will Advertise Men's Sport Coats

The Thermo Knitted Sport Coat will be advertised this season in general magazines and several large-circulation newspapers by the Swansdown Knitting Company, Hudson, N. Y., its manufacturers.

J. H. Burton Advanced With "Coal Age"

J. H. Burton has been made assistant business manager of *Coal Age*, New York. He has been engaged in advertising service work with the paper.

Office Appliances

The one journal which covers the field of office equipment

Two hundred twenty-five manufacturers making use of every issue. Send ten cents for sample copy. The government requests that we do not send it free.

417 So. Dearborn St., Chicago

The Authority on Screen Advertising

REEL and SLIDE MAGAZINE

A brilliant publication, supreme in the new field of moving picture publicity.

\$1.00 per year. Send for sample

Class Publications Inc.,
415 South Market St., Chicago

BUILDINGS

and BUILDING MANAGEMENT

reaches the owners and managers of office buildings and apartment houses. These men buy the materials for both construction and maintenance. A rich field for advertisers.

139 N. Clark Street

Chicago

The leading influence in an important new industry

THE SOFT DRINK JOURNAL

Sample copy and rate card upon request
418 So. Market St., Chicago

BUILDING SUPPLY NEWS

The only Dealer Paper in the Building Field.

612 Federal St. Chicago

More rated retail Department, Dry Goods and General Mdr. Stores are paid Subscribers to the Merchants Trade Journal than to any other trade publication.

A B. C. Members

MERCHANTS TRADE JOURNAL, Inc.

Des Moines, New York. Chicago Indianapolis

National Drug Clerk Drug Store Merchandising

808 SO. DEARBORN ST. CHICAGO, ILL.

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Wanted—Circulation Promoter to put on contest for established National Labor Paper in Canada. Good opportunity. Send references and particulars to 106 Peterkin Building, Toronto.

Stenographer and Secretary for Editor of technical journal published in New York City. Desirable that she have the ability to handle news items. State salary expected. Box 880, Printers' Ink.

ARTIST—Fine opportunity for young artist, experienced and capable in lettering and general composition. Apply with samples. Service Manager, Goldwyn Pictures Corp., 16 E. 42d St., N. Y.

Young man with thorough knowledge of engraving and printing and with buying experience, wanted for mechanical department of Advertising Agency. Write giving experience and salary desired. Box 896, Printers' Ink.

TRANSLATOR

Spanish, Portuguese, must be capable English stenographer. Permanent position with rapidly growing firm. Address, with complete details, Massol, Smith Bldg., Aspinwall, Pa.

Wanted—Stenographer who can translate from Spanish and Portuguese into English, and vice versa. Splendid opportunity in rapidly expanding manufacturing, publishing and export house. Write fully, W. L. S., Fifth Floor, Keenan Bldg., Pittsburgh, Pa.

CIRCULATION MAN WANTED

If you feel you are the man to assume full responsibility of the Circulation Department of two class journals, dominating their fields, let me have your qualifications and samples of your work; also give references and salary. Location: Chicago. Box 891, care Printers' Ink.

Copy and Plan Man Wanted

Give age and full details of past experience. Send samples showing character of work and range of your ability. State salary wanted and date you can be here. All samples submitted will be returned. Exceptional opportunities in southwest for the right man.

KEESHEN ADVERTISING COMPANY
Oklahoma City

A high-class newspaper publication in a city of one hundred fifty thousand offers an opening to live, energetic advertising salesman with morning newspaper training, one who can produce results in a keenly competitive field. This man must have original ideas and ability to execute them. Give full details in first letter. Box 895, P. I.

WANTED—Young man experienced in sales department work for office position in Sales Department of prominent manufacturer of Brass Valves. One familiar with Standard Brass Valves and their use preferred. State age, experience and where obtained, and salary desired. Box 903, Printers' Ink.

There is an excellent opportunity for a man with the following requirements on a rapidly growing Trade magazine: A good education and gentlemanly bearing; a desire to sell and a capacity for hard work. The prospects are executives in big corporations and previous experience in soliciting is not necessary, but should help. This is an excellent opportunity for a man who wants to get out of a rut and has sufficient confidence in himself to take a moderate salary to commence. Box 902, P. I.

ARTIST WANTED

Leading Printing and Engraving Corporation requires an artist who can cooperate with a Service Department in producing high grade catalogue and booklet work. Must be able to do fine line drawing and appreciate the value of lettering that will harmonize with Caslon type when correctly and simply arranged.

All replies will be considered strictly confidential and samples will be returned. Address Box 878, Printers' Ink.

A nationally known rubber manufacturing company wants services permanently of several dependable merchandise salesmen possessing clean business record, and proven sales ability. Preference given traveling salesmen now employed. Rubber experience not necessary. Salary with traveling expenses. Negotiations confidential if desired. Address Box 875, care of Printers' Ink.

Western publishing house with three business papers, two of them the unquestioned leaders in their respective fields, wants advertising representative for Eastern territory. Salary, expenses and bonus. Address, with full particulars, as to age and experience. Box 890, Printers' Ink.

Good Figure Draftsman

A live, wide-awake, versatile artist can have a splendid position offering wonderful opportunities for broad development.

The U. S. Printing & Lithograph Co.
91 North Third Street,
Brooklyn, N. Y.

ADVERTISING MAN

A fast-growing, recognized Ohio Agency can use a live wire copyman. A man who can logically plan and conduct national campaigns and write good copy. Must show a good, clean record backed by references. Splendid, independent future. More business than we can handle and wonderful prospects in view. Give full details, references, salary and commissions expected, etc., in first letter. Answers absolutely confidential. No money needed, no soliciting; only one boss. Box 892, care of Printers' Ink.

Insurance Copy Man Wanted

LARGE Hartford insurance company will pay up to \$4000 for a young sales promotion man with real ability and initiative. He must be able to write selling copy and plan unusual layouts for direct-by-mail publicity on many lines of insurance, and his work must have the genuine selling value which produces business. This is a real chance for a live wire. College man preferred. Sell yourself in your first letter, giving full details, to

Box 881, Printers' Ink

COPYWRITER

Experienced in trade paper advertising in electrical and power field. Splendid opportunities for advancement to the right man. Box 907, Printers' Ink.

Wanted:—Large printing plant in Middle West desires the services of an expert typographical layout man. Broad experience and familiarity with advertising typography absolutely necessary. Apply to Box 904, care of Printers' Ink, giving experience, references and salary desired.

COPY WRITER

WANTED

A St. Louis Agency has a splendid opening for an experienced Copy Writer. The man we want should have broad Agency experience, and be capable of handling National campaigns. This ability should also include the qualifications to participate in the conferences and assist in producing successful plans.

This position offers an opportunity that can be made worth every cent that the man himself is capable of earning.

Give us full details of your experience, references, and salary desired.

Your reply will be held strictly confidential.

Address Box 876, Printers' Ink.

WANTED—Ten specialty salesmen to sell a new invention to garages, automobile agencies and corporations. The device is a complete electrical testing laboratory weighing but fourteen pounds and is used to locate all starting, lighting and ignition troubles of automobiles. During the war, our entire factory output was given to the Government and extensively used in the automotive and aeroplane departments. Every Flying Field, Ground School and hundreds of them "Overseas, Somewhere in France" are equipped with this device. We have no competition, and when we have found the right men, we are going to write territory contracts with each of them that will establish them in a paying business. The salesmen that we select should preferably have some general familiarity with electrical troubles in order to make forceful demonstration, though this is not so essential as successful sales experience. Must be able to furnish excellent references. Address **B. V. D. Electric Manufacturing Co., San Antonio, Texas.**

MISCELLANEOUS

"MOST INTELLIGENT CAMPAIGN EVER SUBMITTED," says national advertiser.

Write for copy of my story, "Falsch."
Francis K. Thompson, Woodhaven, N. Y. C.
Copy — Plans — Campaigns — Placing.

AN EXCEPTIONAL OPPORTUNITY

for one or more men to secure a high-class, well-established trade magazine, each monthly issue of 160 to 200 pages, carrying large volume of advertising. No better Opportunity or brighter future can be found. Will pay good return on an investment of \$75,000.00. Address Box 874, care of Printers' Ink.

FOR SALE

One Monotype Caster, Series S. Equipped with molds from 6 point to 36 point. In good condition. Located in Philadelphia. Box 879, Printers' Ink.



**ADvantageous
vertising**

ALL WAYS
The Advertising - Machine - Press Co.
Chicago New York

Have surplus time for weekly or monthly publication of approximately 10,000 circulation. New Miehle press, Model 8 linotype, three camera engraving shop. Plant operated day and night. Will make low price for publication contract. Saturday Spectator, Terre Haute, Ind.

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 12, 1919, at 12 o'clock noon. Chas. H. Thayer, Pres.

PORCELAIN ENAMEL SIGNS

LOOK BEST—LAST LONGEST
COST LESS IN THE END

THE PORCELAIN ENAMEL & MFG. CO.
BALTIMORE, MD.

Printing Plants and Businesses

Bought and Sold

Printers' Outfitters

American Type Founders Products

Printers and Bookbinders

Machinery of Every Description

CONNOR, FENDLER & CO.

Ninety-six Beekman St.

New York City

**PARTNERSHIP
IN****ADVERTISING AGENCY**

Expert advertising and merchandising man, with extensive knowledge of and practice in Foreign Trade, holding exclusive advertising rights of valuable New York and South and Latin American publications with large and profitable advertising clientele in United States and South America, is looking to acquire partnership in well-accredited New York advertising agency anxious to expand and having good credit and rating, whose capital and present business would offset above-named assets. Box 898, Printers' Ink.

Wanted—To sell my 25% interest in the Engineering Publishing Co., publishers of "Municipal and County Engineering" at Indianapolis, Ind. Capital stock \$100,000, but will sell my interest for \$5,000 cash. Purchaser can also obtain controlling interest at reasonable figure. Chas. A. Dickens, 732 Stowell Ave., Milwaukee, Wis.

Stuff the Magazines Pay For !!!

I sell magazines a lot of skits, poems, short stories and articles. They buy from me because PEOPLE ENJOY READING MY STUFF. I can put the same pep, sparkle and punch into your ads. I can make folks BUY PUBLICATIONS TO READ YOUR ADS just as much as they buy magazines to read the stories. Try me on a couple of ads. No charge unless they make a hit with you.

WILL WALLOP, care Printers' Ink. (How's this ad for a sample of my GOOD STUFF?)

POSITIONS WANTED

Advertising Salesman—long experience on general, trade and export publications, A-1 record, wide acquaintance throughout Eastern field, open for engagement. Box 908, Printers' Ink.

SECRETARY-STENOGRAPHER—Discharged army officer, 29, seeks opportunity with growing concern; college man; experienced private secretary, office manager, correspondent. Box 885, P. I.

AGENCY JOB WANTED

Can write copy, make layouts, sketch roughly. Have knowledge of printing and engraving. Soliciting experience. New York City or in East. Salary nominal. Released from Navy. Age 23. Box 899, Printers' Ink.

Old Man "Initiative" On the Job.

France, March 21st, 1919.
Advertising man, six years' experience as advertising and sales manager and copywriter, wants a position with a manufacturer or agency. Expect discharge from army by June; desire an interview. Walter Lee Lukens, care G. W. Cresson, Swarthmore, Pa.

EXECUTIVE

Some General Manager is looking for a capable, practical, tactful and resourceful assistant who understands sales promotion and who possesses an analytical, comparative and investigational mind trained to "boil down" the facts of production, distribution and sales into a few figures and bring about closer inter-departmental relationships which will produce increased efficiency at reduced operating cost. Such an assistant is now available. Proven record warrants him seeking opportunity leading to larger responsibilities. Has been manager of traveling auditors, investigators, branch offices and auditing department. Box 894, care of Printers' Ink.

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HERE'S YOUR MAN

With youth, experience and individuality. At present advertising manager of a large Trade Journal. Good copy man and writes consistently pulling sales letters. Salary, thirty-five. Address O. K., Box 900, care of Printers' Ink.

COPYWRITER

University graduate with broad advertising training, able and forceful writer with executive ability qualifying him for position as copy chief in moderate size agency or as assistant in a larger one. New York City only. Box 905, P. I.

Asset to Textile Business

Alert student of Advertising, possessing knowledge of Textile Manufacturing, wishes to direct his energies in Advertising Department of Textile House. Will make present sacrifices for future returns. Address 884, Printers' Ink.

BUSINESS MANAGER and STATISTICIAN of mature judgment (ex-soldier), with legal training, qualified also in Advertising, Salesmanship, Mail Order, Catalog and general Editorial Work, desires a greater opportunity than present position offers. Address Box 877, Printers' Ink.

SALES PROMOTION: Actual copies of correspondence—house organ write-ups—marketing recommendations—in present connection, sent to representative house desiring college graduate in early thirties, with trend for promotive work of every character and exceptional mail training. Address Box 901, P. I.

ASSISTANT CIRCULATION MAN

Young officer, 28, just returned, wants position in magazine shop. Three years' experience in all details promotion work with agents, subscriptions and routine of a Circulation Dept. Possesses good executive and organizing ability and would make very valuable assistant to busy Circulation Manager. Box 897, Printers' Ink.

MAGAZINE DOCTOR

Young editor (overseas combatant officer just discharged) is open for engagement as directing editor or editor of one or more general or class magazines. Preference for established publications which have begun to slump and need rebuilding with infusion of new, practical ideas for appeal to public and advertisers. Excellent record of accomplishment and finest personal references. Write Box 906, Printers' Ink.

ADVERTISING MANAGER

Producer with clean record, now serving fourth year on leading Daily with 60,000 circulation would consider position as Adv. Manager (Mid-West Newspaper preferred). Over ten years' successful experience as Solicitor, Copy Writer and Manager. Excellent Salesman and correspondent. Present income \$50. Ambitions for future, reason for considering change. Salary requirement \$50 to \$60. Services available about May 15th or June 1st. Box 883, Printers' Ink.

IT'S MUTUAL! If progressive New York or Chicago general advertising agency or newspaper service production department is looking for all-around idea-copy-layout man with proven record of National Campaign successes—here's that man looking for the job. Box 889, Printers' Ink.

SALES EXECUTIVE

A successful sales and advertising manager, backed by eight years' newspaper experience, now and for past five years with corporation doing \$1,000,000 business annually, seeks broader opportunity. Age 33, married. Want \$6,000 or contingent proposition based on results. Box 887, Printers' Ink.

ADVERTISING MANAGER'S ASSISTANT

Wants position in New York or vicinity. Now employed in similar capacity by company doing over \$3,000,000.00 annually. Buys all newspaper space (country-wide), directs work of eight people in Department and handles all correspondence. Salary, \$2,000.00 to start. Box 888, Printers' Ink.

Released from War Work

Young woman, with ten years' experience in editorial field, wishes position as assistant to advertising manager. Writes letters that bring replies, sees a job through to the finish and seldom quarrels with the office boy. Has studied advertising and written copy. Nell C. Splitstone, Box 886, care Printers' Ink.

I AM AN ADVERTISING MANAGER—

have been for a period of years; now engaged by a national advertiser of wearing apparel.

Prior to this I spent several years in the Notion and Novelty Field. I am seeking to make a change not because of dissatisfaction on the part of my employer, not because of the lack of opportunity that my position offers; but so as to make room for the former advertising manager who has returned from the service.

My salary in the past has been good, but that is not the major consideration; I want a position with regular follow-up, a place with an opportunity and have no objections to working as assistant to a Regular Boss.

I have been complimented on writing and laying out attractive "ads." my knowledge of markets and media is good. I am capable of organizing and directing, experienced in preparation of catalogs, circulars, house-organs, etc., and thoroughly familiar with all branches of printing, lithographing, engraving, handling of estimates, placing of orders, following up deliveries, etc.

I want to make a permanent connection a national advertiser, agency, department store or otherwise.

Am 30 years of age, married, college education, Christian, American and a Mason. Box 883, care of Printers' Ink.

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Reiteration

Every minute of every hour outdoor advertising repeats its message. No lost motion—no waste circulation—never failing—but quietly, effectively and forcibly your message is driven into the inner consciousness of every reader.

Thos. Cusack Co.

CHICAGO

NEW YORK

Largest Advertising Company in the World

Building Boom Grows HERE!

Study these figures showing contracts let for building and construction in the territory east of the Mississippi and north of the Ohio River for the first week in April. Note that the Chicago district has practically as much building as New York, Pittsburgh, Boston, Philadelphia and Minneapolis combined.

By districts (indicated by the principal city) the contracts let for the week ending April 4, 1919, are:

DISTRICT	NUMBER	AMOUNT
New York	247	\$12,207,707
Pittsburgh	268	8,664,583
Boston	434	4,240,000
Philadelphia	364	5,338,000
Minneapolis	49	1,338,000
Chicago	1,351	29,007,924
	<hr/> 2,715	<hr/> \$60,864,085

To make the most of the impending building boom, use Tribune advertising—a merchandising force of tremendous power.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Write For 1919 Book of Facts